



Parents and young people generally welcome opportunities to celebrate or publicise their involvement and achievements when taking part in Netball by photographing children at events.

Netball NI and your club may also want to promote their activities to encourage participation. Netball NI does not advocate the banning of photography or the use of images and videos of children or young people.

This guidance will help you ensure you're taking all necessary steps to protect children and young people from the inappropriate use of their images in resources and media publications, on the internet and elsewhere.

What are the risks?

Children may be identified, contacted or groomed

Including the child's personal information (full name, address) alongside their image can make them identifiable and therefore vulnerable to individuals looking to locate, contact or **'groom/entrap' children for abuse**.

Even if personal details are kept confidential, other details identifying the school or club, or their favourite sports person or team, can also be used to groom/entrap the child.

There's increased risk of identification of, and contact with, a child:

- by someone in circumstances where there are legal restrictions – such as if the child is in the care of the local Trust or placed with an adoptive family
- where it's potentially dangerous to reveal the child's whereabouts to an estranged parent due to previous concerns about domestic violence

Someone might make inappropriate or illegal images of children

Photo or video content may itself be inappropriate, or images may be used inappropriately or out of context:

- some individuals deliberately target sports activities and set out to take inappropriate photos in ways that are potentially illegal and harmful, such as:
 - images of children changing
 - photos taken in the toilets
 - using a camera at ground level to photograph up girls' skirts
- images that appear ambiguous can be used inappropriately and out of context by others (for example, images from some angles of players doing stretches)
- images can easily be copied and edited, perhaps to create child-abuse images
- images shared privately online can be re-shared, possibly entering the public domain on websites or social media – see our [guidance on the use of social media](#)



In response to these risks Netball NI provides the following advice:

- Avoid the use of the first name and surname of individuals in a photograph. This reduces the risk of inappropriate, unsolicited attention from people within and outside the sport.

Easy rules to remember are:

- If the child is named, try and avoid using their photograph.
- If a photograph is used, try and avoid naming the child.
- Ask for the child's permission to use their image. This ensures that they are aware of the way the image is to be used to represent the activity, event or sport. A Permission Form for children and parents to sign is one way of achieving this.
- Ask for parental permission to use an image of a young person. This ensures that parents are aware of the way the image of their child is representing the activity, event or sport.
- Only use images of children in suitable dress to reduce the risk of inappropriate use. Focus on the activity not on a particular child and should avoid full face and body shots.
- Create a recognised procedure for reporting the use of inappropriate images to reduce the risks to children. Follow Netball Northern Ireland safeguarding procedures, ensuring your designated officer and when required Social Services and/or Police are informed.
- Think about the level of consideration you give to the use of images of children in other publications, for example, the processes involved in choosing appropriate images for the newsletter or magazine. Apply an increased level of consideration to the images of children and young people used in the web site.

Guidelines for Use of Photographic Filming Equipment at Netball NI Events

Netball Northern Ireland will:

- Provide a clear brief about what is considered appropriate in terms of content and behaviour.
- Issue the photographer with identification, which must be worn at all times.
- Inform children and parents that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs.
- Do not allow unsupervised access to children or one to one photo sessions at events.
- Do not approve/allow the designated photographer to take photo sessions outside the organised events or at a child's home.
- If parents or other spectators are intending to photograph or video at an event they should also be made aware of your expectations.
- Spectators should be asked to register at an event if they wish to use photographic equipment.
- Children and parents should be informed that if they have concerns they can report these to the organiser.
- Concerns regarding inappropriate or intrusive photography should be reported to the event organiser or official and recorded in the same manner as any other safeguarding concern.



Performance Pathway Squads

As young players progress up the competitive ladder, their sporting success can lead to an increased public profile:

- elite-level events are more likely to take place in a public arena
- event organisers and Netball NI will look to positively promote their sport
- high performance players who receive endorsements or sponsorship may welcome positive media coverage on a local, regional or national level

In these cases, some aspects of our guidance around the use of images and publishing identifying information are neither practical nor desirable.

However, organisers retain their duty of care to these players and a responsibility to safeguard them. They must ensure that the athletes and their parent's consent to images being taken and what information will be published alongside them. And it's important that our other good-practice guidance regarding supervision and the nature and use of images is still applied.

In addition, athletes, their parents and media representatives need to be clear about appropriate arrangements and ground rules for interviews, and for filming and photo sessions. Netball NI will help to manage these issues as part of our overall support for our performance teams.