

Image Policy - Celebrating Football through Photography and Video

There has been much talk about who is allowed to take pictures of children (under 18s) playing sport and in particular what parents/carers are permitted to do. Southend United Football Club would like to assure parents, carers, coaches, spectators, players and local media that we encourage the taking of appropriate images of children in football.

This guidance has been developed by the FA to help avoid the following:

- The inappropriate use, adaption or copying of images for use on child abuse websites on the internet. (Often incorrectly referred to as pornography sites).
- The identification of children when a photograph is accompanied by significant personal information that will assist a third party in identifying the child. This can lead, and has led, to children being 'groomed'.
- The identification and locating of children in inappropriate circumstances which include: (i) where a child has been removed from his/her family for their own safety; (ii) where restrictions on contact with one parent following a parental separation exists, e.g. in domestic violence cases; (iii) in situations where a child may be a witness in criminal proceedings; or (iv) other safeguarding concerns.

Policy Aim

To ensure that any images taken of any child or young person (Under 18) in our Club are appropriate and taken in good faith.

Southend United Football Club will:

- Abide by the Football Association guidance on taking images and will ensure all parents, carers and members are aware what this constitutes when they join the club.
- Obtain parents/carer's consent to use a player's image if it is to be used in the public domain e.g. club website or newspaper article.
- Ensure that any player in our club who is under care proceedings, is protected by ensuring that their image is not placed in the public domain. Parents/carers must identify if this applies to children/young people in their care and advise the club accordingly when completing the consent form.
- Ensure images focus on the activity rather than the individual.
- Ensure all players featured in any images are appropriately dressed (a minimum of vest or shirt and shorts)
- Where appropriate aim to take pictures which represent the broad range of youngsters participating safely in football e.g. boys and girls, disabled people, ethnic minority communities.

Southend United Football Club will not:

Publish photographs with the full name(s) of the individual(s) featured unless we have written consent to do so and we have informed the parents as to how the image will be used.

Use player profiles with pictures and detailed personal information on websites without the written permission of parents/carers.