
Photography, Video & Image Use Policy

1. Statement of Intent

Future Stars Coaching is committed to ensuring that all photographs, videos and digital images involving children are captured, stored, used and shared lawfully, safely and respectfully.

We recognise that images are personal data and may also form part of safeguarding responsibilities. This policy aims to:

- Protect the privacy, dignity and wellbeing of children
- Ensure compliance with UK GDPR and the Data Protection Act 2018
- Promote safe and appropriate image use
- Prevent unauthorised photography, recording or image sharing
- Provide clear guidance for staff, parents and visitors

This policy should be read alongside the:

- Mobile Phones, Smart Technology & Digital Safety Policy
- Safeguarding and Child Protection Policy
- Data Protection and Privacy Policies
- Staff Code of Conduct
- Social Media Policy

2. Scope

This policy applies to:

- Employees
- Coaches
- Volunteers
- Contractors
- Agency staff
- Visitors
- Parents/carers

It applies across all Future Stars Coaching services including:

- Curriculum delivery
- Extra-curricular clubs
- Breakfast clubs
- After-school clubs
- Holiday clubs
- HAF provision
- Events and trips

3. Principles of Safe Image Use

The organisation will ensure that:

- Children are portrayed respectfully and appropriately
- Images are only taken for legitimate organisational purposes
- Image use reflects safeguarding best practice
- Children are never photographed in a way that may place them at risk
- Images are used in line with parental consent preferences
- Unauthorised photography or recording is not permitted

The welfare and safety of children will always take priority over promotional or marketing interests.

4. Consent

a) Parent/Carer Consent

Written consent must be obtained before photographs or videos of children are:

- Taken for marketing or promotional purposes
- Published externally
- Shared on websites or social media
- Included in printed materials

Consent forms will clearly explain:

- What images may be used for
- Where images may appear
- How long images may be retained
- How consent can be withdrawn

Parents/carers may withdraw consent at any time.

Consent records must be securely stored and regularly reviewed.

b) Child Agreement

Where appropriate, children should:

- Be informed when photographs or videos are being taken
- Be given age-appropriate explanations
- Be asked if they are comfortable participating

Children's wishes should be respected wherever reasonably possible.

5. Approved Devices

Photography and video recording should primarily take place using:

- Company-issued tablets
- Company cameras
- Company mobile devices

The use of personal devices is governed by the organisation's Mobile Phones, Smart Technology & Digital Safety Policy.

Any exceptional authorised use of personal devices must:

- Have management approval
- Follow safeguarding and data protection procedures
- Comply fully with image transfer and deletion requirements

6. Appropriate Use of Images

Images and videos must:

- Be appropriate and respectful
- Reflect positive participation and engagement
- Avoid unnecessary focus on individual children
- Avoid including personal information

Staff must not take:

- Images in toilets, changing areas or private spaces
- Images that may embarrass, distress or exploit children
- Images that could be misused or taken out of context

Children should be suitably dressed in all photographs and videos.

Group images are encouraged where appropriate.

7. Storage, Security and Retention

Images must:

- Be uploaded to approved secure storage systems promptly
- Be stored securely with restricted access
- Only be accessed by authorised personnel

Images must not:

- Be stored indefinitely
- Be transferred to unauthorised devices
- Be stored on personal cloud services or personal accounts

Images will only be retained for as long as necessary in accordance with the organisation's Data Retention Policy.

When no longer required, images must be securely deleted.

8. Sharing and Publication

a) Internal Use

Images may be used internally for:

- Displays
- Celebrations of achievement
- Training purposes
- Communication with families

Internal sharing must still comply with consent arrangements.

b) External Use

External publication includes:

- Websites
- Social media
- Marketing materials
- Press releases
- Promotional videos

Only authorised staff may upload or publish images externally.

Staff must ensure:

- Appropriate consent exists
- Images are suitable and professional
- No confidential or identifying information is included unnecessarily

9. Social Media and Online Platforms

Images of children must never be:

- Shared on personal social media accounts
- Shared via personal messaging platforms
- Uploaded to unauthorised websites or applications

The organisation recognises the risks associated with:

- Screenshots
- Image resharing
- Livestreaming
- AI image manipulation
- Unauthorised editing or distribution

All online image use must follow safeguarding and professional conduct expectations.

10. Parents, Visitors and Events

Parents/carers and visitors are asked to:

- Respect the privacy and safety of all children
- Avoid photographing or recording other children
- Follow staff instructions regarding photography at events or activities

The organisation may restrict photography or recording where safeguarding concerns exist.

Unauthorised photography or recording may result in individuals being asked to stop, delete images or leave the premises where appropriate.

11. Child-to-Child Photography and Recording

Children are not permitted to:

- Photograph or record other children or staff without permission
- Share images taken during provision
- Use devices to embarrass, bully or intimidate others

Concerns involving child-created images or recordings will be managed in line with safeguarding procedures and the Mobile Phones, Smart Technology & Digital Safety Policy.

12. Responding to Concerns or Breaches

Any concerns involving images, videos or recording must be reported immediately to the Designated Safeguarding Lead (DSL).

Examples include:

- Unauthorised photography
- Inappropriate image sharing
- Use of personal devices contrary to policy
- Images causing safeguarding concerns
- Suspicious recording behaviour

Staff must:

- Preserve evidence where appropriate
- Avoid sharing or forwarding content
- Record factual information
- Follow safeguarding reporting procedures

Serious breaches may result in:

- Disciplinary action
- Removal of permissions
- Referral to safeguarding agencies
- Referral to police where necessary

13. Training and Awareness

Staff will receive regular guidance and training relating to:

- Safe image use
- Consent procedures
- Data protection
- Digital safeguarding
- Online safety
- Professional conduct

This forms part of the organisation's wider safeguarding responsibilities.

14. Responsibilities

Staff

Responsible for:

- Following this policy
- Maintaining professional standards
- Reporting concerns immediately

Designated Safeguarding Lead (DSL)

Responsible for:

- Managing safeguarding concerns involving images or recordings
- Supporting staff
- Monitoring compliance
- Reviewing procedures

Management

Responsible for:

- Ensuring systems and procedures are in place
- Providing training and oversight
- Reviewing policy effectiveness

Parents/Carers

Responsible for:

- Respecting organisational rules regarding photography and recording
- Informing the organisation if they wish to withdraw consent

15. Policy Review

This policy will be reviewed annually or sooner following:

- Legislative changes
- Safeguarding updates
- Technological developments
- Significant incidents or concerns

Key Staff Reminders

- Only use approved devices
- Always check consent arrangements
- Store images securely
- Never use personal social media
- Report concerns immediately
- Follow safeguarding procedures at all times

Review due:	Jun 27
Completed by:	F Hazeldine