

Photography and Video Recording Policy



1. INTRODUCTION

We at White Rose Cheer (WRC) are incredibly proud of our club and the achievements of all our athletes. Photographs and moving images (videos) are a great way of capturing these achievements and are routinely used within our club.

We recognise the importance of ensuring that photos and videos of athletes are only taken when consent is given, and that these images are stored and shared in an appropriate manner. This policy outlines how consent is obtained, who may take photos and videos on behalf of the club, how these images will be stored, when images will be destroyed, and how images will be shared.

2. CONSENT

All athletes / parents of athletes under the age of 16 are asked to familiarise themselves with this policy prior to signing the White Rose Cheer Waiver Form. By signing the form they are agreeing to photographs and videos being taken, used and stored in the ways detailed within the policy. If any athlete / parent of an athlete under the age of 16 does not wish for photographs or videos to be taken, stored, or shared in line with this policy they must communicate this in writing to the Programme Director.

Verbal consent will always be obtained prior to photographs or images being used on public social media platforms. Any athlete over the age of 11 years will be asked to provide verbal consent for specific photos / videos if their parent has already given their consent by signing the WRC Waiver Form.

3. VIDEO RECORDING: TRAINING SESSIONS

Videos are routinely used during training to record routines. This allows coaches to review the routine in detail and provides an accurate record of what has been set. Such videos would be recorded on the mobile phone of a coach. Training videos may be shared in a private Facebook Group. This may be in the White Rose Cheer – Club Information group, or an individual team's WRC group.

In addition a coach may record an individual athlete who is practicing a particular skill. This would provide a visual aid to support coaching and would be used to increase an athlete's understanding of a particular skill. Such videos would be recorded on the mobile phone of a coach and may be shared with the athlete / the parent of the athlete if this is requested. Training videos of an individual athlete would be deleted from the phone of the coach when it was no longer needed as a visual coaching aid.

Videos are often taken when an athlete or a group of athletes have learned or perfected a new skill. This is done to demonstrate progress and celebrate the achievements of the athlete(s). Such videos would be recorded on the mobile phone of a coach, and may be shared with the athlete(s) / parent of the athlete(s) if this is requested. When verbal consent is given, the video may also be shared on WRC's social media platforms. This may include the public WRC Facebook page and the WRC Instagram account.

Videos capturing the skill of an individual athlete / group of athletes would usually be deleted from the phone of the coach once shared in the way detailed above. Occasionally a training video may be deemed by the coach to be significant, and there may be a reason to keep the recording. In such instances this should be discussed with the Programme Director, stating the reason for keeping the recording, and the verbal consent of the athlete(s) and parent(s) should be sought.

3. VIDEO RECORDINGS: PERFORMANCES

Videos are a great way of capturing routines that are performed at a showcase, demonstration or competition. At most planned events the Programme Director will appoint an official videographer to video routines.

The videographer will record routines on behalf of the club and these will be shared in the White Rose Cheer – Club Information group, or in an individual team's WRC group.

Although some videos of performances may be deleted after they have been shared, others may be kept indefinitely. The decision as to which will be kept and which will be deleted will be made by the Programme Director. When a video is to be kept indefinitely it will be saved on an external hard drive / flash drive with password protection.

Parents are encouraged to be active supporters during performances. This means watching the performance and shouting, cheering and clapping in all the right places! This is much harder to do when trying to record on a mobile phone at the same time. If a recording is made on a mobile phone parents are politely requested to check with their child's coach / Programme Director before sharing the video on any social media platform. This is to ensure that there are no consent issues / restrictions that may apply to their child's team.

4. PHOTOGRAPHS

Photographs taken on behalf of WRC will be taken by a Coach, a Team Rep, or a Photographer appointed by the Programme Director or a Head Coach. For the purpose of this policy these will be referred to as official photographs.

It is acknowledged that parents, family and friends will take photographs of their own child/ren for their personal records. Parents are politely requested to not to share photos of other athletes on social media without the consent of the athlete / parent.

A selection of official photographs will be shared in the White Rose Cheer – Club Information group, or in an individual team's WRC group following an event. These are usually available to purchase for a small price, and it may be possible to view the full selection of photos taken on request.

Some official photos will be shared on WRC's social media platforms. This may include the public WRC Facebook page and the WRC Instagram account.

Official photographs will be saved on an external hard drive / flash drive with password protection.. The majority of official event photographs will be deleted within 12 months of the event. However, a selection of official photographs from any event may be kept indefinitely. These will be photos of significance that capture teams, stunt groups or individual athletes perfectly. Such photos may be used in WRC literature (e.g. the Season Handbook), displayed within the gym, used on the WRC website, or used in publicity materials.

The appointed photographer reserves the right to keep a selection of official photographs as a record of his/her work. These images may be presented in a portfolio as demonstration of photographic skill, but will not be used in publicity materials or shared on social media or other websites without the expressed consent of the athlete / athlete's parent.

Photographs are often taken at competitions by the competition organisers or event photographers (Professional companies who will photograph teams / athletes before, during and after routines). By entering and participating in the competition, athletes / parents of athletes are consenting to photographs being taken. White Rose Cheer are not responsible for any photographs taken by competition organisers or event photographers.

Any athlete, or the parent of any athlete, can discuss questions arising from this policy with the Programme Director at any time.

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