

# Swim England Photography Guidance

This guidance applies to all images and videos taken on any type of camera or recording device (including mobile phones). It applies to all training sessions, activities and events run by a Swim England affiliated organisation.

It should be acknowledged that although the majority of images taken are appropriate and in good faith, images can be misused and children can be put at risk if common sense procedures are not observed.

## Aims

The Swim England Photography Guidance aims to help organisations avoid three potential sources of child abuse:

- The use, adaptation, sharing or copying of images for child abuse purposes, either electronically or in print.
- The possible identification of a child when an image is accompanied by significant personal information, which can lead to the child being 'groomed'.
- The identification and locating of children where there are safeguarding concerns; such cases would include, for example, children who could be compromised by an image because:
  - They have been removed from their family for their own safety.
  - There are restrictions on their contact with one parent following a parental separation.
  - They are a witness in criminal proceedings.

## Recommended best practice

- The publishing of a photograph of a member under 18, either on a notice board or in a published article or video recording (including video streaming) of a competition ('Publication') should only be done with parental consent and in line with Swim England guidelines.
- A parent or guardian has a right to refuse to have their child photographed. The exercise of this right of refusal should not be used as grounds for refusing entry into a competition. Therefore, any photo that may go to press or on a notice board, be it through a member of the organisation or an official photographer, should receive parental consent before being published or displayed, preferably in writing.
- In the case of any event or competition where the host organisation has an official photographer, all parents of members who are attending should be made aware of this in the event details. If photos are to be published anywhere, each individual parent should be given the opportunity to withhold their consent. Their right to do so should be specifically drawn to their attention. The Swim England guidelines state that all photographs for publication must observe generally accepted standards of decency, particularly:
  - Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.
  - Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.
  - Poolside shots of children should be above the waist only in a swimming costume, though full length tracksuit shots are approved.
  - Photographs should not be taken from behind the starting blocks or that show young participants climbing out of the pool.

Published photographs may identify the individual by name and organisation but should not state the member's place of residence or school attended. The Swim England does not wish to stop parents photographing their child if they wish, but all organisations must ensure they do all they can to safeguard each child's wellbeing.