

# PHOTOGRAPHY AND LIVE STREAMING

**There are lots of reasons why people film or take photographs at wheelchair basketball matches and events.**

- **Memories:** Taking and sharing photographs and video is a great way to enhance the enjoyment of sport and capture memories.
- **Sharing:** Players, friends and families want to take photographs or record videos and share those moments on social media.
- **Coaching:** Coaches use photography and video as coaching aids.
- **Marketing:** Clubs will often use photography to promote fixtures, attract new players to their clubs and for the wider marketing of the club.

As the sport grows, there will be increased exposure to photography and video as we try to encourage more and more people to take up our great sport.

We can all agree that we want to make sure this is done in a manner that safeguards our competitors and portrays our sport in a positive light. Some children and adults may not wish to be photographed or videoed or may not want such images shared widely.

It is important to remember that photographs and videos can be taken out of context and used for more harmful reasons.

## **APPROVED PHOTOGRAPHER**

**Where the club runs an event attended by other teams and where the club engages an approved photographer to take photos, we recommend the following steps:**

- the approved photographer must register their details with the Event Organiser before taking any photographs at the event
- at registration, the photographer must complete a form giving business details and explaining the reason for taking the photographs

- registered photographers must wear a visible indicator (vest or badge) showing that they are allowed to take photographs
- clear signs are displayed informing spectators and participants that photography is taking place at the venue.
- images of juniors cannot be used for marketing purposes by the approved photographer

## **CLUB PHOTOGRAPHER**

**Where someone at the club wishes to take photographs or record videos of matches, please ensure the following happens:**

- the club should inform the referee and opposition before the match. Ideally, this should be done before the date of the match
- the club should make sure it only records for the purposes of coaching analysis or promotion of the club
- the club should take care which images it publishes on the internet. Images should show the sport in a positive light and should not include negative or disrespectful comments
- clear signs are displayed informing spectators and participants that photography is taking place at the venue.



## LIVE STREAMING

Increasingly, clubs are livestreaming matches via social media as a way of promotion:

- the club should inform the referee and opposition before the match. Ideally, this should be done before the date of the match
- where a club is livestreaming a match, it must make sure that people attending are aware that there is a live feed and warn people about background noise and inappropriate comments
- where an opposition team state that they have a player(s) who do not wish to be recorded, the club must cease recording (subject to BWB regulations).
- clubs must make sure that there is clear signage making spectators aware of live streaming/videoing

When informing clubs of livestreaming, ensure that you include details of:

- how the stream will be set up, such as restricting 3rd party embedding, what page/profile it will be streamed onto (if applicable)
- how the game will be advertised on the stream (teams, venue, names etc).
- who the stream will be monitored by and for what purpose
- when the live stream will go live and when it will end
- once the stream has finished, where the footage may be published and/or stored

## SPECTATORS

Spectators will also want to create their own memories of matches. It is good practice to remind spectators of their responsibilities with regards to taking photos or videos.

- Spectators are asked to be sensitive about who they photograph/video and how they use the photographs/videos.
- Images should only be used to create a positive image of the sport/club.
- Spectators should be mindful of loading images onto social media and must refrain from making derogatory or inflammatory comments.

## CONSENT

Where a player under the age of 18 or an adult at risk is involved, consent must be obtained from the parent/guardian/carer before any photography, live streaming or videoing is undertaken.

Where these activities take place as part of a match, the club must obtain consent from the opposition coach.

Consent must be sought from all individuals that will be involved.

With videoing and live streaming, it is almost impossible to edit out someone where they do not give consent, so if one member of the group does not give consent, an agreement should be made between the clubs e.g. photo/video allowed but not publicised. Where an agreement can't be made the videoing/photography must not go ahead.

When gaining consent, remember:

- you must never assume someone has given consent
- you must be able to provide evidence of consent if questioned
- when the individual and parent/guardian/carer is giving consent, they must be informed of how the photography/video/live streaming will be used
- make clear what will happen if someone withdraws consent at a later date

**FOR MORE ADVICE AND GUIDANCE, PLEASE REFER TO THE CPSU'S WEBSITE.**

