

Photography and Filming Policy

Date: July 2026

1. Purpose and Scope

Avon Tennis strives to ensure that all children (anyone under 18) and adults at risk are safeguarded from abuse and have an enjoyable tennis experience.

The purpose of this policy is to:

- protect children who take part in Avon Tennis services, events and activities, specifically those where photographs and videos may be taken;
- set out the overarching principles that guide our approach to photographs/videos being taken during our events and activities;
- to ensure that we operate in line with the law when creating, using and sharing images.

This policy applies to all staff, coaches, volunteers and individuals associated with Avon Tennis.

We recognise that:

- sharing photographs/videos of our activities can help us celebrate the successes and achievements of our children, provide a record of our activities and raise awareness of our venue/county
- the welfare of the children taking part in our activities is paramount
- children, their parents/carers have a right to decide whether their photograph/video is taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- consent to take photographs/videos of children is only meaningful when children, their parents/carers understand how the photographs/videos will be used and stored, and are fully aware of the potential risks associated with the use and distribution
- there are potential risks associated with sharing photographs/videos of children online.

2. Risks of sharing images online

Sharing photographs and images of children on social media or other online platforms carries potential risks. For example:

- children may become vulnerable to grooming if a photograph is shared alongside information that makes them identifiable. Including: personal details; a tag with location information; visual details such as a school/club uniform
- inappropriate images of children may be shared online
- images may be copied, downloaded, screenshotted or shared by anyone
- images of children may be adapted and used inappropriately
- photos or videos may appear in internet search results
- depending on the terms and conditions of using an online platform, the image maybe owned by the platform once it's been posted. Platforms may then license images for use by third parties – such as for commercial purposes
- each photo or video, and any comments on them, become a part of a child's public image.

3. Avon Tennis will seek to keep children and young people safe by:

- always asking for written consent from a child and their parents or carers before taking and using a child's image;
- explaining what photographs/videos will be used for, how they will be stored and what potential risks are associated with sharing photographs/videos of children
- if consent is withdrawn, we will take reasonable steps to remove the photos of the child from public view. It may not be possible to delete or destroy all images that have been disseminated online (such as via social media) or in hard copy;
- only using first names of children, unless:
 - it is considered necessary – such as for elite /high profile young players
 - it's in the child's best interests
 - the child and parent have consented (and been informed how, where, in what context an image might be used, e.g. public website, or through social media, and are aware of potential risks)
- never publishing personal information about children
- making sure children, their parents and carers understand how images will be securely stored and for how long (including how we will control access to the images and their associated information)
- reducing the risk of images being copied and used inappropriately by:
 - only using images of children in appropriate clothing
 - avoid images and camera angles that may be more prone to misinterpretation or misuse than others
 - avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
- using images that positively reflect young people's involvement in the activity
- using business devices unless not practical / possible to do so. It is important that where personal devices are to be used, this is justifiable and not simply because that is the way it has always been done
- undertake reasonable spot checks on personal devices to monitor compliance
- setting expectations around consent and the use of any personal devices among staff, volunteers and young players
- if children and parents/carers do not consent to photographs/videos being taken, we will respect their wishes. We will agree in advance how they would like to be identified so the photographer/videographer knows not to take pictures of them. We will not exclude a child from an activity because we do not have consent to photograph/video them.

4. Photography and/or filming for personal use

When children, parents/carers or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announce details of our photography policy before the start of the event. This includes:

- reminding parents/carers and children that they need to give consent for Avon Tennis to take and use images of children

- asking for photos taken during the event not to be shared on social media or asking people to gain permission from children and their parents/carers before sharing photographs and videos that include them.
- recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share
- reminding children, parents and carers who they can talk to if they have any concerns about images being shared.

Using official or professional photographers

If Avon Tennis engages a photographer for an event, we will seek to keep children and young people safe by:

- providing the photographer with a clear brief about appropriate content and behaviour
- ensuring the photographer wears identification at all times
- informing children and parents/carers that a photographer will be at the event and ensuring they give written consent to images which feature close up images of their child being taken and shared*
- inform the photographer about how to identify – and avoid taking images of children without the required parental consent
- clarify areas where all photography is prohibited (i.e. toilets, changing areas, first-aid areas)
- not allowing the photographer to have unsupervised access to children
- not allowing the photographer to carry out sessions outside the event or at a child's home
- reporting concerns regarding inappropriate or intrusive photography following our safeguarding policy.

Note: *At some events, we may wish to take wide-angle, more general images of the event, the site, award ceremonies, and similar. It may not be reasonable, practical or proportionate to secure consent for every participating child in order to take such images. In these circumstances, we will make clear to all participants and parents that these kinds of images will be taken, and for what purposes.

Photography by parents and spectators at events

Most spectators - especially family and friends - will want to take photos or videos at tennis events. We will decide on a spectator photography policy during the planning stages of the event which might include:

- a total ban on any photography
- registration of individuals who intend to take photos
- photography ban for certain times/areas of the event
- the event venue is in a public area, so no ban is possible however guidance on appropriate photography and reporting concerns will be made available

We will warn parents and spectators that there can be negative consequences to sharing images linked to information about their own or other people's children on social media (Facebook, Twitter, Instagram, etc.) - and care should be taken about 'tagging'.

We will communicate the photography policy for the event by one of the following means:

- pre-event registration, consent or information forms
- packs and leaflets for all event staff and volunteers, participants and parents
- pre-event induction or training for staff and volunteers

- event programmes
- posters and signage around the venue
- announcements during the event

Photography and/or filming for wider use

If people such as local journalists or professional photographers (not hired by Avon Tennis) wish to record one of our events and share the images professionally or in the wider world, they should seek permission from Avon Tennis in advance.

They should provide:

- the name and address of the person using the camera
- the names of children they wish to take images of (if possible)
- the reason for taking the images and/or what the images will be used for
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given.

Avon Tennis will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.

We will inform children, parents and carers that an external photographer is present and ensure they are easily identifiable.

If we become concerned that someone unknown to us is taking photography or filming without permission, we will ask them to leave and (depending on the nature of the concerns) follow our safeguarding procedures.

Storing images

We will store photographs and videos of children securely and in accordance with data protection law.

We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access.

We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

Avon Tennis does not permit staff and volunteers to using any personal equipment to take photos and recordings of children. Only cameras or devices belonging to Avon Tennis should be used.

5. Related policies and procedures

This policy should be read alongside our other policies and procedures (available from our website - avontennis.org.uk) including:

- Safeguarding policy
- Diversity and Inclusion policy
- On-Line Safety policy
- Whistleblowing policy

6. Contact Us

Our contact details are as follows:

Post: Coombe Dingle Sports Complex, Coombe Lane, Bristol BS9 2BJ

Email: tennis@avontennis.org.uk

7. Policy Review

This policy is reviewed every three years (or earlier if there is a change in national legislation).

Chair	Carol Weeks		Date: 03/09/2026
Safeguarding Officer	Emily Churchill		Date: 03/09/2026
Next review due by September 2029			