

Macclesfield Youth Brass Band

Digital images / photography policy

OVERVIEW

Approved by trustees on: 13th April 2021

Next review date: April 2022

TERMS USED IN THIS POLICY

The following terms are used in this policy:

MYBB – Macclesfield Youth Brass Band

The trustees – the trustees of Macclesfield Youth Brass Band

Players – the children and young people who play in the band

MYBB members - persons over 18 years of age who have parental responsibility for players in the band, and individuals over 18 who are approved by the trustees.

The policy – this document

Volunteers – trustees, helpers and tutors who work with the players, approved by the trustees

Images - both photos and videos

PURPOSE OF THIS POLICY STATEMENT

The purpose of this policy statement is to:

- Protect children and young people who take part in MYBB's events and activities, specifically those where photographs and videos may be taken.
- Set out the overarching principles that guide our approach to photographs / videos (referred to images throughout this policy) being taken of players during our events and activities.

This policy statement applies to all volunteers and other adults associated with MYBB.

RESPONSIBILITY AND COMMITMENT

The trustees of MYBB recognise that they have a responsibility towards the use of images of the players entrusted to their care.

MYBB is committed to:

- adopting a procedure for the use of players' images that are going to be used in publications, websites and social networking sites;
- helping players, MYBB members and volunteers understand how photographs can be shared more safely;
- storing images of players securely;
- reducing the risks of photography and filming at events.

LEGAL FRAMEWORK

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance is available on:

- Online abuse: learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse
- Child protection: learning.nspcc.org.uk/child-protection-system

POLICY

The trustees believe that children and young people should never experience abuse of any kind. They acknowledge the importance of players feeling happy with their achievements and having and sharing photographs and films of their special moments. They are also aware that family and friends want to be able to share the successes of their children when they have been part of a special event or activity. However, the trustees are also aware that they have a responsibility to both promote the welfare of all players and to take, share and use images of children safely.

The trustees recognise that:

- The welfare of the players taking part in our activities is paramount
- Players and their parents/carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- Consent to take images of players is only meaningful when the players and their parents/ carers understand the potential risks associated with the use and distribution of these images
- There are potential risks associated with sharing images of children online.

This policy intends to reduce the potential risks for misuse of images, which include:

- Children may be identifiable when a photograph or recorded image is shared with personal information
- Direct and indirect risks to children and young people when photographs and / or recorded images are shared on websites and in publications with personal information
- Inappropriate photographs or recorded images of children
- Inappropriate use, adaptation or copying of images

The trustees have therefore adopted the procedures set out in the policy. The trustees will review this policy and these procedures every year.

PROCEDURES

The trustees will seek to keep players safe by:

- Asking for written consent from a player and their parents / carers before taking and using a player's image
- Never using names of children whose images are being used in our published material unless express permission has been granted.
- Never publishing personal information about individual players
- Making sure players and their parents / carers understand how images of children 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 players in appropriate clothing
 - Avoiding 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.

Reporting the abuse or misuse of images of players is covered by our safeguarding procedures. We will ensure that everyone involved in MYBB knows the procedures to follow to keep players safe.

Photography and/or filming for personal use

Guidance about image sharing will be published in event programmes. This includes:

- Asking for photos taken during the event to be shared considerately.
- 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
- Advising players, parents and carers who they can talk to if they have any concerns about images being shared.

Photography and/or filming for MYBB's use

Players and their parents / carers will be made aware that MYBB may use photography and filming during activities and give written consent. This consent includes the right for MYBB to publish photographs and video to the public on the MYBB social media sites, e.g. Facebook, Instagram, Twitter and YouTube.

It is our current policy that we will not hire external photographers for our events but use a trusted volunteer who has undergone all the required checks and is aware of this policy.

Storing images

The trustees will ensure that MYBB stores photographs and videos of players securely, in accordance with our safeguarding policy and data protection law. This will be checked once a year when the policy is reviewed.

The trustees will keep hard copies of images in a locked cupboard and electronic images in a protected folder with restricted access. Images will be stored for the band's lifetime.

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

MYBB does not permit volunteers to use any personal equipment to store photos and recordings of children. This excludes parent volunteers taking photos of their own children for personal use.

Related policies and procedures

This policy statement should be read alongside our organisational policies and procedures, including the Child Safeguarding Policy and the Data Protection & Retention Policy, available on the MYBB website.

<http://www.mybb.org.uk/about-us/about-us/>

This policy was adopted on: 13th April 2021

Signed Chair

Name: Louise Renshaw

Next review date: April 2022