RUSTON SPORTS FOOTBALL CLUB

PHOTOGRAPHY & SOCIAL MEDIA POLICY

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1. POLICY STATEMENT & SCOPE

Ruston Sports FC (RSFC) recognises the value of photography, video and social media in celebrating achievements, sharing information, and promoting the club. We are committed to doing this safely and lawfully, in line with The FA's safeguarding guidance, UK GDPR and the Data Protection Act 2018.

This policy applies to all RSFC activities and to everyone connected with the club: players (youth and adult), parents/carers, spectators, coaches, volunteers, officials, and committee members.

2. PRINCIPLES & LEGAL FRAMEWORK

Our approach is guided by the following principles:

• Welfare first: the safety, dignity and privacy of children (U18s) is paramount.

• Respect: images and posts must be respectful and never put anyone at risk.

• Consent & transparency: clear permissions and opt-out mechanisms are in place.

• Data minimisation: only use what is necessary; avoid excessive personal data.

• Security: images are stored and shared securely; access is controlled.

Legal bases: UK GDPR/Data Protection Act 2018, The FA safeguarding guidance for photographing/filming, and RSFC Safeguarding and GDPR policies.

3. DEFINITIONS

• "Child/Young person" – anyone under 18 years of age.

• "Parent/Carer consent" – permission from a person with parental responsibility.

• "Photography" – includes still images, video, live streaming and drone footage.

• "Official RSFC channels" – club-managed website, social media, printed materials.

• "Personal channels" – accounts owned by parents, players, coaches or spectators.

4. PERMISSIONS & CONSENT

Children (U18):

• RSFC will obtain parent/carer consent at annual registration for club use of images/video.

• Consent covers official club channels and local media; it does not permit third-party commercial use.

• Parents may withdraw consent at any time; RSFC will maintain an up-to-date "no photography" list.

• Managers/coaches must check the list before publishing images or arranging filming.

• Where consent is withdrawn, we will take reasonable steps to remove images from our channels.

Adults (18+):

• RSFC may rely on legitimate interests to use images of adult players/volunteers at club events.

• Individuals can object at any time; we will provide an easy opt-out and respect objections.

• For close-up promotional features or where reasonable expectations are exceeded, we will seek consent.

General event photography:

• We may capture wide-angle, crowd and team images at fixtures/events; signage will inform attendees.

• Individuals who do not wish to be photographed should inform the Team Manager or the event lead.

5. MATCHDAY FILMING & PHOTOGRAPHY PROTOCOL

• Display a notice at venues stating photography/filming may take place for club purposes.

• Respect barriers and technical areas; do not obstruct officials or players.

• Never photograph changing areas, first-aid treatment, or injured players without explicit permission.

• Avoid close-up images that could be misused (e.g., partially clad players, underwear exposure).

• Do not identify children by full name with images; avoid school names, home addresses, class groups.

• Keep geo-location off when posting images of children.

• For tournaments or public events, inform teams in advance and brief Respect Marshals.

• Where consent is not given for a child, ensure they are not singled out; use positioning to exclude them.

• Live streaming must be risk-assessed and approved by the Club Welfare Officer (CWO).

6. Social Media – Club Channels

• Official accounts are administered by designated volunteers approved by the Committee.

• Access is shared (at least two admins per account); passwords stored securely; no personal ownership.

• Content must be positive, inclusive, apolitical, and child-centred; no abusive or discriminatory posts.

• Do not post children's personal details (e.g., DOB, medical info, school).

• Do not tag children's personal accounts or enable facial recognition features.

• Correct factual errors promptly; remove inappropriate comments and report concerns to the CWO.

• Use group images where possible; avoid singling out a child unless parent consent is explicit.

7. SOCIAL MEDIA – COACHES, VOLUNTEERS & PARENTS

• Coaches must not send private 1:1 messages to U18s. Use parent-inclusive groups or approved systems.

• WhatsApp/Group chats for youth teams must include parents/carers (or be information-only broadcast).

• Do not "friend"/follow U18 players from personal accounts; keep communications professional.

• Parents must not post images of other children without their parents' permission.

• Never share content that is offensive, discriminatory, or could embarrass or harm a child.

• Report online concerns (bullying, grooming, abuse) to the CWO; do not engage in online disputes.

8. LIVE STREAMING & VIDEO ANALYSIS

• Any live streaming (YouTube, Facebook, Veo, etc.) requires a risk assessment and CWO approval.

• Cameras should be positioned to capture the field of play; avoid zooming on individual children.

• Streams must not include personal data (full names, schools) and should have comments restricted or moderated.

• For training analysis, store footage securely; share via controlled platforms; delete when no longer needed.

9. STORAGE, SECURITY & RETENTION

• Store images/videos in secure, access-controlled folders; avoid personal devices where possible.

• If personal devices are used (e.g., for matchday photos), transfer to secure storage promptly and delete local copies.

• Retention: keep only as long as necessary; review annually; delete on request where feasible.

• Follow RSFC GDPR policy for subject access, erasure requests, and data breaches.

10. REPORTING CONCERNS & MISUSE

• Concerns about photography/filming should be reported to the Team Manager and CWO immediately.

• Inappropriate or illegal content will be removed, reported, and referred to the County FA/Police as required.

• Incidents will be managed under the RSFC Safeguarding and Disciplinary Procedures.

11. ROLES & RESPONSIBILITIES

• Club Committee: approves this policy and ensures resources for safe practice.

• Club Welfare Officer: maintains opt-out list, approves live streaming, advises on incidents.

• Team Managers/Coaches: check consent status before publishing; brief parents; ensure compliance.

• Respect Marshals: support matchday compliance and respond to concerns.

• Parents/Players: follow this policy and the RSFC Codes of Conduct.

12. MATCHDAY SIGNAGE (TEMPLATE)

“Photography & filming may take place today for RSFC purposes (website, social media, club promotion). If you do not wish to be included, please speak to the Team Manager or Matchday Lead before kick-off.”

13. REVIEW

This policy will be reviewed annually, or sooner if FA guidance or legislation changes.

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