

Photography & Filming

This guidance document has been developed to assist Motorsport UK Clubs consider their responsibilities in relation to photography and filming at events running under their Permits.

The aim of this guidance is to:

- Safeguard children, young people and adults at risk by preventing unwanted images¹ being taken and/or shared publicly.
- Support clubs to have in place the correct protocols that protect their members (and others at their events) from having their images captured / shared.
- Support clubs to develop appropriate processes for the generating, handling, and distribution of images, which are consistent and compliant with legal requirements.

This guidance aims to strike the right balance so that Motorsport UK Club's meet their legal responsibilities to protect the privacy of children and young people while also enabling families and spectators to celebrate their participation in the sport.

Preventing photography is impossible and would require a disproportionate response to manage. Motorsport UK do not advocate a ban on photography of motorsport and we recognise that for some people photography is part of their enjoyment of the sport. However it is important that relevant and appropriate boundaries, guidance and education is in place, in order to reduce both data protection and safeguarding risks.

What should the club consider prior to the event taking place?

Depending on the club and the event that is being organised, clubs should give consideration to the following:

- If the event is taking place on private land the club will need to check with the land owner that they consent to photography and filming taking place. If taking images is not approved by the landowner, the club must notify those in attendance that photography / filming is prohibited (this might be the case for events taking place on MOD land for example.)
- Ensure that any official photographers are accredited and signed-on in accordance with event regulations.
- If the Club are filming the event with the intention of obtaining images for future use (for example on their website or social media) it is important to notify the attendee's. If there are under 18's in attendance obtain consent from their parents/guardians for the capture, use and storage of images. If

possible, provide participants with information about how the images will be used, stored and distributed.

Why is this important?

Taking, storing and using images of individuals poses a number of risks to the individuals and the club, this includes both Safeguarding and Data Protection Risks

Taking photographs of children and young people can introduce unnecessary risks, including:

- Vulnerability to grooming, particularly when other identifiable information is present such as driver number, location, team kit, name.
- Being identified and traced by people who have been removed from the child's life, for example in adoption, family court, or domestic abuse situations.
- Images and comments linked to a child online can affect them in later life, impacting on how they see themselves and how they are viewed by others.

¹ The term 'images' will be used through this document to refer to still photographs, filmed and moving images and video recordings.

- Images of children can be downloaded, copied and shared. They can be adapted for inappropriate reasons including child abuse.
- Breaching data protection legislation.

How can the club minimise risks?

To reduce the risks to members of your community, always consider the following before capturing, storing and using images:

1. Image capture:

- Images should aim to capture the activity rather than the individuals.
- Images should be taken in appropriate environments, not in changing rooms, toilet areas or other locations where children may be undressed.
- Display posters at your club events to notify attendee's that images are being taken. For example:
 - Please note that photographs and video footage will be taken throughout this Event. These will be used by [club] for marketing and publicity on our website and in social media or in any third-party publication. Please contact [club] if you have any concerns or if you wish to be exempted from this activity.'
- Obtain consent for images to be taken, stored and used.
- Ensure professional photographers are accredited, signed-on, briefed on your policy and identifiable.

2. Image Sharing:

- When publishing images in club documents only use images of children in appropriate clothing, including safety equipment.
- Do not share images or information that make any child identifiable.

3. Storing Images:

- Images which identify people must only be stored for specific reasons, for a specific time-frame and with the persons consent.
- Images (physical and digital) must be stored securely.

4. Safeguarding Considerations:

- Use club newsletters, event brochures and other publications to educate attendee's on the club's approach to photography, for example:

- Spectators at the event are encouraged to take photographs of the activity in general rather than focusing on specific individuals/drivers.
- Any images which identify drivers under the age of 18 must not be posted on social media without parental consent.
- Promote reporting routes for people to share any concerns.
- Officials, Volunteers and Club staff must be made aware of the club's policy and the associated implications, for example, Officials, Volunteers and Club Members should not take images on personal devices.
- Where consent is not obtained for children to have their image captured, the club must ensure that photographers are made aware of who not to photograph. Children must never be barred from participation in any activity due to the absence of photographic consent.

5. Document your club's position

It is recommended that clubs agree and document their position in relation to photography and filming. This acknowledges that the club are aware of the potential risks and are taking action to mitigate these risks. This can be a simple statement that includes:

- Information on how the club obtains, uses and stores images
- Information on how consent will be obtained and how people can withdraw their consent.
- Advice for parents that they should only share images of their own child.
- Guidelines for professional photographers on acceptable content capture and use.
- Requirements for professional photographers to always act in accordance with the Clubs Safeguarding Policy.
- The requirement for official photographers to be identifiable.
- How the club will respond to concerns about unauthorised image capture and sharing.
- Information on the storage and retention of images.
- A reporting route for anyone who wishes to raise any concerns.