



Newport (Salop) RUFC

Photography & Video Recording Policy

1. Introduction

Newport Salop RUFC ("the Club") is committed to providing a safe, enjoyable, and respectful environment for all players, spectators, staff, volunteers, and visitors. This policy sets out the Club's approach to photography and video recording at all Club-organised activities, including matches, training sessions, festivals, tournaments, social events, and community programmes.

The policy is informed by the **RFU Safeguarding Policy**, **RFU Photographic Images Guidelines**, and relevant UK law including data protection and safeguarding best practice.

This policy applies to:

- Club members
- Players (adult and youth)
- Parents and guardians
- Coaches, staff, and volunteers
- Visiting teams and supporters
- Freelance, commercial, or accredited photographers
- Any person attending Club premises or events

2. Purpose of the Policy

The objectives of the Club's photography and video policy are to:

1. Safeguard **children and young people (U18s)**.
2. Protect player privacy and dignity.
3. Ensure any photography is **lawful, appropriate, and respectful**.
4. Provide clear rules for **permitted and prohibited** photography.
5. Manage the use, storage, and publication of images captured on Club premises.
6. Prevent unauthorised commercial exploitation of Club activities, players, or facilities.

3. Scope

This policy covers:

- Still photography and video recording using cameras, phones, tablets, drones, or any digital device.
- Photo and video content captured on the Club's **private grounds** or at any **Club-organised event** elsewhere.
- Storage, sharing, and publication of images on social media, websites, print media, and promotional materials.

The policy applies at all times when players are **wearing club kit** or representing the Club in any capacity.



4. Club's Rights (Private Property)

As events take place on private ground, the Club reserves the right to:

1. **Control photography and video recording** within its premises.
2. Allow or deny access to photographers or videographers.
3. Restrict or prohibit the use of photographic equipment.
4. Withdraw permission for any individual to remain on site if they refuse to comply with this policy.
5. Prevent commercial or promotional use of images without written consent.
6. Require any photographer to sign in, show accreditation, or agree to specific conditions of use.

Failure to comply with Club instructions may result in removal from the premises and, where necessary, referral to safeguarding authorities or law enforcement.

5. Photography Involving Children and Young People (U18s)

5.1 Consent Requirements

- The Club will obtain **annual parental/guardian consent** for images of U18 players.
- Images of U18s may only be taken, used, or published if consent is recorded and up to date and confirmed to a Photographer by The Club.
- Consent applies to still images, video footage, and livestreaming.

5.2 Guidance for Acceptable Images

The Club will ensure that images of U18s:

- Are **appropriate, dignified, and non-exploitative**.
- Do **not** highlight physical attributes unnecessarily.
- Are action-based, team-based, or general sporting images wherever possible.
- Do not contain personal information that could identify or locate a child (e.g., full name, school, address).

5.3 Photography Restrictions for U18s

The following are strictly prohibited:

- Close-up, one-to-one images of a child without explicit consent.
 - Images taken in changing rooms, toilets, medical rooms, or private areas.
 - Images of injured or distressed children.
 - Any photography that appears intrusive, inappropriate, or inconsistent with safeguarding standards.
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6. General Photography Rules for All Attendees

6.1 Permitted Photography

Spectators may take personal, non-commercial photographs or video recordings **if**:

- The images are taken for private use only.
- The photography is non-intrusive and respectful.
- No safeguarding objections are raised.
- The Club or match officials have not prohibited photography for that event.



6.2 Prohibited Behaviours

Individuals must not:

- Take photographs for commercial gain without Club approval.
 - Photograph individuals who request not to be photographed.
 - Photograph from positions that require entering restricted areas.
 - Use drones unless separately authorised and compliant with CAA regulations.
 - Livestream matches without prior Club consent.
 - Persist in photographing after being instructed to stop by a Club official.
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7. Freelance, Commercial & Accredited Photographers

7.1 Approval Process

Any freelance or commercial photographer wishing to attend Club events must:

1. Request permission from the Club **in advance**.
2. Declare the purpose of their photography (e.g., editorial, promotional, portfolio).
3. Provide full contact details.
4. Agree to comply with this policy and any additional instructions.
5. Wear visible identification provided by the Club.

7.2 Conditions of Authorisation

Authorised photographers may be required to:

- Share copies of selected images with the Club when requested for safeguarding checks.
- Avoid photographing specific players (e.g., due to withheld parental consent).
- Not publish any photographs or videos online, until a club official has approved and confirmed that there are no safeguarding concerns.
- Comply immediately with any instruction from the Safeguarding Officer or match official.

The Club reserves the right to deny or withdraw authorisation at any time.

8. Image Use, Storage & Publication

8.1 Club Use of Images

The Club may use player images (if consent is held) for:

- Match reports
- Social media posts
- Website content
- Promotional materials
- Programme and newsletter content

The Club will ensure:

- Images are used appropriately and respectfully.
- No unnecessary personal data accompanies photos.



8.2 Third-Party Use

Images taken on Club premises may not be used for commercial, promotional, press, or editorial purposes without explicit written consent from the Club.

8.3 Social Media Sharing

Individuals posting images online must:

- Respect the privacy of all players.
- Avoid tagging children by name.
- Remove images on request from the Club or a parent/guardian.

8a. Editing, Alteration & Enhancement of Images

The Club is committed to ensuring that all photographic and video content accurately represents players, officials, volunteers, and visitors. Images must reflect reality and must not be altered in a way that changes a person's appearance, body shape, facial features, or identity.

8a.1 Prohibited Editing

The following forms of image or video editing are strictly prohibited for any content captured at Club activities or on Club premises:

- Altering, enhancing, or reshaping a person's **body, face, or physical features**
- Use of filters or tools that:
 - Change facial structure, skin texture, or complexion
 - Slim, enlarge, exaggerate, or distort body shape or proportions
 - Enhance muscles, remove perceived imperfections, or digitally "improve" appearance
 - Add, remove, or edit tattoos
- Use of artificial intelligence (AI) tools for:
 - Facial replacement
 - Face swapping
 - Body modification
 - Image "beautification" or enhancement
- Any editing that could misrepresent an individual, cause embarrassment, distress, or harm, or negatively impact a person's dignity or self-image

This prohibition applies equally to **adults and children**, and to **still images, video footage, and screenshots**.

8a.2 Permitted Editing

The following edits are permitted, provided they do not alter a person's physical appearance:

- Cropping (for composition)
- Straightening
- Adjustments to:
 - Brightness
 - Contrast
 - Exposure
 - Colour balance
 - Background
- Conversion to black and white
- Adding Club branding, logos, captions, or match information

All permitted edits must be applied **consistently across the whole image** and must not selectively target an individual.



8a.3 Responsibility

- Any individual or organisation authorised to take photographs or video at Club events is responsible for ensuring compliance with this editing policy.
- The Club reserves the right to:
 - Request original, unedited files for review
 - Require the removal of edited images that breach this policy
 - Withdraw permission or accreditation for photographers who do not comply

8a.4 Safeguarding & Welfare

This policy supports the Club's safeguarding responsibilities and recognises that altering images can:

- Negatively impact self-esteem and body image
- Be misleading or harmful, particularly for children and young people
- Conflict with RFU safeguarding standards and Club values

Any concerns relating to image editing should be reported in accordance with the **Responding to Concerns** section of this policy.

9. Responding to Concerns

9.1 Raising a Concern

Concerns about photography or possible safeguarding breaches should be raised immediately with:

- The **Club Safeguarding Officer**, or a person(s) listed in the Contacts section of this policy (Section 12)
- A Committee Member or match official.

9.2 Club Response

The Club may:

- Speak with the photographer to clarify their purpose.
- Ask the photographer to stop or leave the premises.
- Report safeguarding concerns to the RFU, local authority, or police.
- Request the removal of inappropriate images posted online.

The Club **cannot** demand deletion of images unless legally justified but may request it.

10. Breaches of this Policy

Any breach of this policy may result in:

- A request to stop photography.
- Removal from Club premises.
- Withdrawal of membership or visitor privileges.
- Suspension of accreditation.
- Reporting to the RFU Safeguarding team.
- Contact with law enforcement where necessary.



11. Policy Review

This policy will be reviewed:

- **Annually** by the Club Committee and Safeguarding Officer, or
- When RFU policy changes, or
- Following any safeguarding incident relating to photography.

Updates will be communicated to members, visiting clubs, and posted publicly where appropriate.

12. Contacts

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Communications Co-Chair:

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Club Safeguarding Officer:

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