



## THE USE OF PHOTOGRAPHIC AND FILMING EQUIPMENT - An Irish Water Safety Policy Document

Revised: 08 July 2010

**Irish Water Safety** has adopted a policy in relation to the use of images of participants on their websites and in other publications, as there have been concerns about the risks posed directly and indirectly to children and young people through the use of photographs on sports websites and other publications. Where possible we will try to use models or illustrations when promoting an activity and avoid the use of the first name and surname of individuals in a photograph. This reduces the risk of inappropriate, unsolicited attention from people within and outside the sport.

*“There have been concerns about the risks posed directly and indirectly to children and young people through the use of photographs on sports’ websites and other sports-based publications. Evidence in Australia indicates that information posted on Internet sites or published in magazines or newspapers is used to target children, to locate them and then condition them. Additionally images can be used or adapted for inappropriate use. The end result is that in spite of the best intentions on the part of the publisher/photographer or organisation, children can end up being the victims of abuse. Sporting organisations need to be aware of these potential risks and take appropriate steps to address them.”*

The Australian Sports Commission – Ethics in Sport- Policies and Guidelines

In 1999 Focus on Children claimed the proportion of Internet users accessing child pornography in Ireland was second only to the Netherlands. Operation Amethyst Ireland June 2002 proved further evidence of this.

In January 2001 the Wonderland Club (an international child sexual abuse ring) which traded obscene images and videos of children was identified. To join a member had to provide 10,000 images. The youngest victim was 3 months old.

The BBC2 programme, *A Hunt for Britain’s Paedophiles* in June 2002 highlighted the use of photography and the use of video images.

### **Rules to guide the use of photography:**

1. If the participant is named, avoid using their photograph.
2. If a photograph is used, avoid naming the participant.
3. Ask for the participant’s permission to use their image. This ensures that they are aware of the way the image is to be used to represent the sport. A participant’s permission form is one way of achieving this. Permission for use of an image must be received from every participant even if their image is not used.
4. Ask for parental permission to use their image. This ensures that they are aware of the way the image is to be used to represent IWS classes, summer weeks, lifesaving competitions, exhibitions, conferences and any IWS activity or any other event held under the auspices of IWS. A parental permission form is one way of achieving this.
5. Only use images of participants in suitable dress to reduce the risk of inappropriate use. The content of the photograph should focus on the activity not on a particular child.



6. Where participants are photographed at presentation of medals, certificates etc, they should be suitably dressed. If presentations occur after water-work the organiser should, in keeping with best practice, ensure that the recipients are dressed in Water Safety T-shirts or tracksuits.
7. Create recognised procedures for reporting the use of inappropriate images to reduce the risks to participants. Follow the child protection procedures, ensuring either the designated person or, if necessary, the social services and/or gardaí are informed.

Amateur photographers/film/video operators wishing to record an event or practice session should seek accreditation with the National DLP and event organiser of any session. The compact design of many digital cameras makes it less obvious to event organisers that photographs are being taken and so to ensure that people do not take photographs without first seeking accreditation, it must be made clear and visibly displayed at IWS events and on event application forms, that the use of unauthorised photographic and video equipment is forbidden by IWS. Irish Water Safety event organisers will display the following information prior to the start of an event to inform spectators of the policy: -

***“In line with the recommendation in the Irish Water Safety’s Code of Conduct, the promoters of this event request that any person wishing to engage in any video, zoom or close range photography should register their details with the organisers. Children and young people should only be photographed or filmed with their permission and/or the permission of their parents/guardian”.***

When commissioning professional photographers or inviting the press to an activity or event we will aim to ensure they are clear about our expectations of them in relation to child protection. Professional photographers/film/video operators wishing to record an event or practice session should seek accreditation with the children’s officer or event organiser by producing their professional identification for the details to be recorded. **IWS will then:** -

1. Provide a clear brief about what is considered appropriate in terms of content and behaviour
2. Issue the photographer with identification which must be worn at all times
3. Keep a record of accreditations
4. Inform participants and parents that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
5. Not allow unsupervised access to participants or one- to- one photo sessions at events
6. Not approve/allow photo sessions in private
7. Not allow camera phones in dressing rooms



## **Photography/Video of Irish Water Safety-Organised events:**

- Organisers will ensure, insofar as possible, that photographers/spectators taking photographic/video images at an event/competition will register with IWS, a member of the local Water Safety Area Committee or someone designated by them. Accreditation will then be issued which should be worn for the duration of the event/competition. Records must be retained locally in case they are required at a future date.
- Spectators at an event should be informed that if they wish to use any photographic equipment they must be issued, and comply, with IWS Guidelines
- IWS undertakes in line with the Code of Ethics to clearly outline and publicise what is considered appropriate behaviour and content to those taking photographic or video images.
- If a professional photographer is hired to take photos of an event involving children and young persons IWS must insure that the images remain the property of the organisation and may not be used in any form without the consent of the CEO/National DLP. A signed agreement should be undertaken between the photographer and the organiser on behalf of IWS prior to the event.
- Irish Water Safety does not want to stop parents photographing their own children if they wish at an event. Therefore IWS must ensure that it does all it can to safeguard children's safety in the current climate of concern.
- Best practice should ensure that children at any IWS Award ceremony or presentation should be properly attired, preferably an IWS t-shirt, for the occasion.
- To reduce the risk of inappropriate use of images, children should never be photographed full face on. Full body shots of participants in their swimsuits should not be allowed.
- Any person, including the officially appointed photographers, must receive permission prior to any photography being undertaken. Parents/Guardians should sign for children. For this purpose a consent form is available hereunder and on the IWS web site to facilitate organisers of events.
- Officials, participants and parents who have concerns regarding inappropriate or intrusive photography should make this known to the event organiser and recorded in the same manner as any other child protection concern.



## Using Video as a coaching aid:

Video equipment can be used as a legitimate coaching aid. However, permission should first be obtained from the participant's parent/guardian. Recommendations re photography apply also to any type of filming.

## Mobile Phones:

Mobile phones are often given to children for security, enabling parents to keep in touch and make sure they are safe. Young people value their phones highly as it offers them a sense of independence. In addition mobile phones allow quick and easy contact. However such technology has also allowed an increase in direct personal contact with young people, in some cases used to cross personal boundaries and cause harm to young people. Within IWS there is a need to encourage responsible and secure use of mobile phones by young people.

Mobile phones with camera potential should not be activated in locations that may cause upset or offence to another person e.g. changing rooms. Class organisers in conjunction with DLPs should ensure compliance with the Code of Ethics in this regard,

***Any member concerned about any photography taking place at events or training sessions can contact their own area DLP or the National DLP and ask them to deal with the matter.***

In order to avoid misuse of images from mobile phones, their use as cameras should be forbidden at all IWS events. If such use occurs, the person should be asked to delete the image from their phones. If request is refused, the Gardai should be informed. Signs should be prominently displayed at the event. Mobile phones must be switched off before entry to dressing rooms – again signs should be visibly displayed.



## REQUEST FOR PERMISSION TO USE CAMERA AND VIDEO EQUIPMENT

Individuals seeking permission to use camera or video equipment at IWS-organised events or competitions must complete this form.

### *Section A To be completed by the Applicant*

<b>Name (BLOCK CAPS):</b>	
<b>Address:</b>	
<b>Landline:</b>	
<b>Mobile:</b>	
<b>Email:</b>	
<b>Designation:</b>	
<b>Connection to Participants (e.g. relative/press photographer)</b>	
<b>Reason for using photo/video equipment:</b>	
<b>Venue/Event:</b>	
<b>Date(s)</b>	
<b>Camera Make &amp; Model:</b>	
<b>Club represented:</b>	
<b>Orange Wristband Issued by:</b>	
<b>Wristband Serial Number:</b>	



*Each person registering a camera will be issued with a 10" disposable water resistant and tear resistant orange coloured IWS branded wristband, which will identify to Event*

*Organisers that your camera is registered. Please wear this wristband throughout the duration of your presence at the event.*

1. I declare that the photographs/film(s) produced will not be altered in any way.
2. I understand that I may only use the photographs/film(s) for the purpose stated above.
3. I agree to abide by the IWS National Code of Ethics and Good Practice for Children involved in Water Safety activities.
4. I agree that any photographs that I take and give to IWS may be used by IWS at local and national level for the purposes of promoting water safety, with the understanding that they will be stored and used responsibly for IWS purposes in accordance with the IWS Code of Ethics and Good Practice for Children involved in water safety activities.

<b>Signature:</b>	
<b>Date:</b>	

**Section B For Official Use Only**

**Application APPROVED / REFUSED (delete as appropriate)**

**Date:** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Reason for Refusal:** \_\_\_\_\_



**NOTIFICATION TO APPLICANT**

Your application has been **ACCEPTED / REFUSED** (delete as appropriate) :

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Venue/event:** \_\_\_\_\_

**Date(s):** \_\_\_\_\_

**Purpose:** \_\_\_\_\_

**Official Signature:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**NOTE: Proof of identity and this letter of approval must be produced on request at the event or activity to which it relates.**



**TO BE COMPLETED BY Parent/Guardian**

1. I agree that any photographs that I take and give to IWS may be used by IWS at local and national level for the purposes of promoting water safety, with the understanding that they will be stored and used responsibly for IWS purposes in accordance with the IWS Code of Ethics and Good Practice for Children involved in water safety activities.
2. I consent to my child being photographed/videoed at this event in line with IWS *Code of Ethics and Good Practice for Children Involved in Water safety Activities\**.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_ **Relationship to Child:** \_\_\_\_\_

\*Below is Irish Water Safety's Code of Ethics Policy on Photography:

**Use of Photographic and Filming Equipment**

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Anyone concerned about any photography taking place at events or training sessions can contact the DLP and ask them to deal with the matter.

Please address any queries to:

Irish Water Safety

The Long Walk

Galway

T: 1890-420202 / 091-564400

F: 091-564700

[www.iws.ie](http://www.iws.ie) / [info@iws.ie](mailto:info@iws.ie)