

Live Streaming Guidance

Introduction

England Hockey (EH) recognises the positive role that photography can play in celebrating participation, promoting hockey, supporting players, and helping families, supporters and communities share positive experiences of the sport.

Clubs, counties, areas, competitions, event organisers and others involved in hockey may wish to take, use or publish photographs from matches, competitions, training, events or other hockey-related activity.

This guidance focuses on photography and the use of still images. It does not apply to live streaming or footage recorded solely for internal coaching and development purposes, which are covered separately.

Photography can create safeguarding and privacy risks, particularly where images identify children, young people, adults at risk, locations or personal information, or where images are shared online. Photography must therefore be managed responsibly, lawfully and with appropriate regard to consent, safeguarding, data protection, privacy and participant welfare.

Aim

The aim of this guidance is to support clubs, counties, areas and event organisers to take, use, store and share photographs of hockey-related activity safely, responsibly and lawfully.

This guidance is intended to help organisations understand the key considerations when taking or using photographs, including consent, notification, safeguarding, storage, access, retention, publication and sharing.

This guidance is not intended to prevent photography. Instead, it seeks to promote good practice so photography can be used positively to celebrate hockey, support development, promote the sport and engage families, supporters and communities.



Key Principles - Photography

The following key principles should guide all photography and image use undertaken by clubs, counties, areas and event organisers.

Photography must have a clear purpose

It must be clear as to why photographs are being taken, what they may be used for, where they may be published or shared, and whether they will be stored or retained.

Use should be limited to the agreed purpose

Images should not be used for unrelated purposes, such as public criticism, commercial use, wider publicity or disciplinary review, unless this has been made clear and is lawful and appropriate.

Responsibility must be clearly assigned

Each club, county, area or event organiser should nominate a lead person responsible for managing photography arrangements, including consent, safeguarding, data protection, communication and any concerns raised.

Consent and notification must be managed appropriately

Relevant participants, parents/carers where children are involved, officials, volunteers and others should be informed when official photography is taking place, and consent should be obtained where required.

Clubs may wish to obtain annual consent for photography and image use as part of their own membership or registration process. This should explain how photographs may be taken, used, stored or shared by the club for hockey-related purposes.

Clubs should also use their annual affiliation, membership or registration process to make players and parents/carers aware that photography, live streaming or video recording may take place at matches, competitions or events organised by other clubs, counties, areas or event organisers. Parents/carers should be asked to inform their club as early as possible if there are any safeguarding, welfare or privacy concerns that need to be considered or managed before such activity takes place.

Safeguarding

Particular care must be taken where children, young people or adults at risk are involved. Any safeguarding concerns, legal restrictions or individual welfare needs must be considered and acted on appropriately.

Where a concern or potential risk is identified, the Welfare Officer should be consulted as early as possible to help understand the risk, consider any additional safeguards, and agree whether the photography, live streaming or recording can proceed safely.

Photography must be managed appropriately

Organisations should consider who is authorised to take photographs, what may be photographed, where images may be taken from, and how concerns will be managed.



Images and personal data must be handled responsibly

Images and related information must be managed in line with data protection requirements, including decisions about publication, storage, retention and sharing.

Concerns must be responded to promptly

Organisations should have a clear process for managing objections, safeguarding concerns, privacy issues or complaints, including not using, removing or deleting images where appropriate or necessary.

Step by Step

Step 1 - Nominate a Photography Lead

Before official photography takes place, the club, county, area or event organiser should identify a named person to oversee the arrangements. This person should be the main point of contact for participants, parents/carers, officials, volunteers, spectators and anyone raising a concern about photography or image use.

The Photography Lead should ensure:

- The purpose of photography is clear;
- Relevant people have been informed;
- Consent and notification have been managed where required;
- Safeguarding and privacy concerns have been considered;
- Only authorised photography takes place on behalf of the organisation;
- Images are stored securely and deleted when no longer needed.

Step 2 - Define the Purpose of Photography

Before taking or using photographs of hockey activity, organisations should be clear about why the images are being taken and how they will be used.

Appropriate purposes may include:

- Promoting hockey and positive participation;
- Celebrating players, volunteers, coaches and officials;
- Match or event coverage;
- Club, county, area or event communications;
- Coaching and development where appropriate;
- Officiating development;
- Agreed media, sponsor or commercial activity.

Photography should not be used in a way that embarrasses, exploits, misrepresents or places individuals at risk.

There may be limited occasions where photographs become relevant to a safeguarding, conduct, complaint or disciplinary matter. Any such use should be incidental, proportionate and handled in line with EH procedures and data protection requirements.

Step 3 - Ensure There Is a Photography Policy

Any club, county, area or event organiser intending to take, use or publish photographs of hockey activity should have a clear photography policy in place.

The policy should explain what types of activity may be photographed, the purpose of photography, who is responsible for managing it, where images may be used, who may access them, and whether images will be stored or shared after the event.



Where children, young people or adults at risk may appear in photographs, the policy must reflect appropriate safeguarding arrangements. This should include how risks will be assessed, how concerns or objections will be handled, and what steps will be taken where additional protections are required.

Please see Appendix A for a photography policy template.

Step 4 - Manage Consent and Notification

Consent and notification

Official photography should only take place where appropriate permissions, notifications and consent processes have been completed.

Official photography should not take place informally or without approval from the organisation, event organiser, league or competition responsible for the activity. Where photography is planned for a match or event involving another team, the opposition should be informed where appropriate.

Consent forms should make clear:

- What activity may be photographed;
- The purpose of the photography;
- Where images may be used or published;
- Whether images may be stored, shared or used afterwards;
- Who is responsible for managing photography;
- How concerns, objections or safeguarding issues can be raised.

Where children, young people or adults at risk are involved, the process should also allow relevant safeguarding information or concerns to be raised confidentially with the appropriate welfare contact.

Please see Appendix B and C for consent templates.

When to request consent

Consent should be requested as early as possible and before photographs are taken or used where consent is required. It should not be left until immediately before an event where this may prevent concerns from being properly considered.

Where consent is refused or concerns are raised

Where consent is refused or a concern is raised, the organisation should seek to understand the reason. Some concerns may be managed through reasonable adjustments, such as avoiding close-up images, not naming the individual, restricting publication or not using images in public channels.

Where the concern relates to safeguarding, welfare, legal restrictions or the safety of a child, young person or adult at risk, it must be treated seriously and escalated to the appropriate welfare lead or event organiser.

Step 5 - Safeguarding Considerations

Photography must be planned with safeguarding as a priority, particularly where children, young people or adults at risk may be involved.

Good practice includes:

- Obtaining parent/carer consent where required;
- Explaining where images may be used, published, stored or shared;
- Avoiding unnecessary close-up images of individual children;
- Ensuring children are shown in appropriate hockey kit and in a positive sporting context;
- Avoiding the use of children's full names in captions, articles, social media posts or online descriptions;
- Avoiding combining a child's name or nickname with their image wherever possible;
- Taking care with social media use, including avoiding unnecessary tagging or links to children's personal profiles;
- Using appropriate privacy settings on websites and social media channels;
- Avoiding photographing spectators, particularly children, unless specifically considered and appropriate;
- Ensuring photography does not take place in or near changing rooms, toilets, medical rooms or other private areas;
- Avoiding images that may cause embarrassment, distress or place an individual in a vulnerable position;
- Storing images securely and retaining them only for as long as necessary;
- Remaining alert to the possibility that individuals may attempt to capture or use images of children inappropriately.

Children, young people or adult at risk should be told who they can speak to if they are worried about being photographed, such as their coach, team manager, Welfare Officer or another trusted adult.

Step 6 - Make Spectators and Other Attendees Aware

Clubs, counties, areas and event organisers should take reasonable steps to make spectators, parents/carers, volunteers, officials and other attendees aware when official photography is taking place.

A clear and visible notice should be displayed at the venue, particularly near entrances, pitch access points, clubhouses or other areas where attendees are likely to see it. Where possible, information about photography should also be included in pre-event communications, fixture information, event pages, team communications or match-day briefings.

The notice should explain:

- That official photography is taking place;
- The purpose of the photography;
- Where images may be used or published;
- Whether images may be stored or shared afterwards;
- Who is responsible for managing photography;
- Who to contact with safeguarding, privacy or welfare concerns.

Please see Appendix D for a venue notice template.

Step 7 - Managing Photography

Official photography should be managed before, during and after the match or event. The Photography Lead should check that arrangements are in line with the agreed purpose, consent arrangements, safeguarding considerations and any competition or event requirements.

Organisations should be clear about:

- Who is authorised to take photographs;
- Where photography may take place;
- What activity may be photographed;
- Whether images may include spectators;
- Whether children's names or other identifying details may be used;
- Where images may be published;
- Who can access, download, edit, share or republish images;
- How long images will be retained.

Only approved individuals should be permitted to take photographs on behalf of the organisation. Where photographers are given access to restricted areas or pitch-side positions, this should be agreed in advance and managed appropriately.

Responsibility

The club, county, area, event organiser or body authorising photography remains responsible for ensuring that it is delivered safely, appropriately and in line with this guidance.

Where a third party, volunteer, sponsor, media provider or professional photographer is involved, responsibilities should be agreed in advance, including who owns or controls the images, who manages access, who deals with complaints or safeguarding concerns, and what happens to the images after the event.

Step 8 - Managing Data

Photography may involve the capture and use of personal data, particularly where individuals are identifiable by their image, name, shirt number, team, role or location.

Publishing

Images should only be published where there is a clear and appropriate reason. Consider whether the image includes children, adults at risk, sensitive incidents, names or other identifying details, and whether appropriate consent, notification or permissions have been obtained.

Image storage

Where photographs are retained, they should be stored securely and only kept for as long as necessary for the purpose for which they were taken. Access should be limited to those who need them for an appropriate hockey-related purpose.

Sharing

Images should not be shared more widely than was explained or agreed. Any sharing with third parties should have a clear purpose and should be consistent with consent, safeguarding, privacy and data protection requirements.



Step 9 - Managing Concerns

Clubs, counties, areas and event organisers should have a clear process for raising and responding to concerns about photography.

Concerns may relate to safeguarding, privacy, consent, inappropriate image capture, misuse of images, unauthorised photography, intrusive photography, or the identification of a child, young person or adult at risk.

Where a concern arises, the organisation should consider whether to ask a photographer to stop, change the photography position, restrict photography, ensure an image is not used, delete an image, refer the matter to the Welfare Officer, or report the concern under England Hockey safeguarding procedures.



Appendix A - Photography Policy Template

[Club/County/Area Name] Photography Policy

[Club/County/Area Name] may take and use photographs to promote hockey, celebrate participation, support communications and share positive coverage of the sport.

Official photography will only take place where it has been approved by [Club/County/Area Name] or the relevant event organiser.

Only authorised people may take photographs on behalf of the organisation. The organisation will decide in advance what may be photographed, who may take photographs, where images may be published, how long they will be retained, and how concerns will be managed.

Anyone with a concern about photography should contact the Photography Lead or Welfare Officer. Safeguarding concerns will be managed in line with England Hockey safeguarding procedures.



Appendix B - Photography Consent Request Template

Fixture/event: [Insert details]

Teams/groups involved: [Insert details]

Date and venue: [Insert details]

Photography Lead/Welfare Officer: [Insert details]

Purpose of photography: [Insert details]

Where images may be used or published: [Insert details]

Will images be retained or shared afterwards? [Insert details]

I confirm that I have been told what activity may be photographed, why photography is taking place, where images may be used, whether they may be stored, shared or published afterwards, and who to contact if I have a concern.

☐ I consent to appearing in photographs and to the use of related images for the purposes explained above.

☐ I do not consent to appearing in photographs or to the use of related images.

Name/signature/date: [Insert details]



Appendix C - Parent/Carer Photography Consent Template

Child/young person name: [Insert details]

Fixture/event, date and venue: [Insert details]

Purpose of photography: [Insert details]

Where images may be used or published: [Insert details]

Will images be retained or shared afterwards? [Insert details]

I confirm that I have been told what activity may be photographed, why photography is taking place, where images may be used, whether they may be stored, shared or published afterwards, and who to contact if I or my child have a concern.

☐ I consent to my child appearing in photographs and to the use of related images for the purposes explained above.

☐ I do not consent to my child appearing in photographs or to the use of related images.

Parent/carers name/signature/date: [Insert details]



Appendix D - Venue Notice Template

Photography Notice

Please be aware that official photography is taking place at this venue today.

Photographs may be taken by [Club/County/Area/Event Organiser Name] for the purpose of: [Insert purpose].

Images may capture players, coaches, officials, volunteers, spectators and other people attending the venue.

Images may be used or published via: [Insert platform/channel details].

Images [will / will not] be retained after the event. Where images are retained, they may be kept for: [Insert retention period and purpose].

Photography Lead: [Insert name and contact details]

Welfare Officer: [Insert name and contact details]

Concerns should be raised as soon as possible.



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