



Walsall Junior Youth Football League

Social Media and Image Policy

This policy is designed to outline a common-sense framework in which Carers and Family Members can take appropriate images (still and moving) of players. Please be reminded that these guidelines do not, and are not designed to, supersede either local or government legislation, court order or by-laws which must be strictly adhered to at all times irrespective of these guidelines.

1. When intending to take any image during WJYFL fixtures permission should be sought from both managers and the referee in advance. Any objection from either party should result in no images being taken. Either party could be aware of safeguarding issues that would make capturing images inappropriate or even illegal. It may not be possible to share the circumstances so any objection should be taken without question.
2. Images taken should never provide names, locations or any other specific details regarding the players. Anonymity is essential.
3. Images should try and remain of a general overview of play and avoid focusing on specific players. Focus on the activity rather than the individual.
4. All images should be in an appropriate public setting (during play) and players should always be dressed appropriately (minimum shorts and shirt).
5. Any manager giving consent for images to be taken should have clear written consent from all parents or carers as well as the player themselves.
6. Any manager requesting images be taken should give comprehensive details of how and where the images will be used. Any consent consequently given is thereby on the condition that the aforementioned uses do not change. Further additional permission should be sought for any subsequent use outside of the initially discussed boundaries. For example, images taken on the basis of being used for a private party or presentation can't then be shared in public online without additional consent.
7. Unauthorised use of children under care proceedings not only puts that child at risk but also puts the person taking that image at risk of litigation.
8. No images to be recorded in changing rooms, showers or toilets – this includes the use of mobile phones that record images.
9. Images or video recordings of children must be kept securely. Hard copies of images should be kept in a locked drawer and electronic images should be in a protected folder with restricted access. Images should not be stored on unencrypted portable equipment such as laptops, memory sticks and mobile phones.
10. VEO cameras - Whilst the League Committee are aware that users can film in public parks, if being used to film League organised football, the user is required to abide by FA affiliation rules and League requirements which include: user having correct public liability insurance (evidence is required) and completion of the Leagues on-line permission form which can be found on the League website.

If permission is granted cameras are required to be placed a minimum of 2 metres from pitch touchline with the location mutually agreed. On privately owned venues permission also needs to be sought from the venue owner and/or the Centre Manager (if applicable). Due to the lack of space on some pitches, permission may not be granted, as the camera may be deemed as a potential trip hazard/obstruction.

Users also must be aware that the Referee must also agree. Many of our Referees are under the age of 18 and filming may not be appropriate. If the Referee does not give permission the VEO and any other photography must not be used.

On the day of the fixture, if a camera is set up ready to use and permission has not been granted, the Referee, League representative, venue representative and/or Centre Manager can refuse to allow a fixture to commence or continue to be played until the camera has been removed. Failure to comply with this Rule will result in a fine and sanctions agreed by the League Management Committee.

11. WJYFL reserves the right to sanction any teams failing to comply either with the rules outlined here. If requests to **not** take images or any subsequent request to remove or delete an image from either a parent, carer, manager, referee, private property owner, team representative, team manager or a Centre Manager (if appropriate). Sanctions include (but are not limited to) fines (up to the League maximum), forfeit of the fixture and any other appropriate sanction.