



Photography and Recorded Images Policy

1. Introduction & Commitment

Oxton Hockey Club (OHC) is a Community Amateur Sports Club (CASC) committed to providing a safe, inclusive, and encouraging environment for all players. While photography and video recording are wonderful tools for celebrating achievement, supporting academic study, and enhancing player development, the interests, welfare, and privacy of our members remain paramount.

2. How We Categorize Photography & Video

To ensure clarity and minimize administrative burden, OHC categorizes image and video capture into two distinct operational streams:

Stream A: Tactical Analysis & Educational Recording (Opt-Out)

- **Scope & Purpose:** Includes automated pitch-side cameras (e.g., Veo), coaching GoPros, and video evidence captured by players/guardians for academic coursework (e.g., GCSE or A-Level PE assessments)
- **Opposition Sharing Practice:** In line with standard league and coaching practice, home match footage captured on automated tactical systems (e.g., Veo) may be shared directly with the visiting club's designated coaching staff and squad for their internal match analysis and player development.
- **Consent Framework:** Forms part of the core coaching offer and club activity under Legitimate Interests.
- **How to Opt Out:** Members or guardians can opt out at any time by simply informing the Team Manager, Coach, Captain, or Club Welfare Officer - either verbally on pitch-side or in writing. Any verbal notifications to a manager, coach, or captain, must be communicated to the CWO as soon as is reasonably practicable so that Club records can be updated.
- **Safeguards:** Tactical footage shared internally or with opposing teams is hosted within restricted-access accounts (e.g., password-protected Veo/cloud drives) and is strictly prohibited from being published publicly, broadcast, or shared on open social media channels.

Stream B: Public & Promotional Media (Opt-In via Spond)

- **Scope & Purpose:** Photos and video taken for club match reports, website promotion, local press, or official social media channels.
- **Consent Framework:** Operates on an Opt-In basis. Consent is recorded digitally during the registration process in Spond, where members/guardians review this policy and tick the consent box.
- **Dual Consent:** For minors (under 18), consent is required from both the young person and their parent/guardian.

3. Standards for Safe Imagery & Individual Photos

- **Protected Identity:** Personal details (such as full name, age, or location) must never accompany published images or video on public websites or social media.
- **Appropriate Dress:** All subjects must be wearing appropriate sporting kit/attire.
- **Sporting Context & Action Shots:** Photos and video must focus on the sporting activity. Individual action shots (e.g., a solo player executing a skill, dribbling, or celebrating) are fully permitted for players with recorded opt-in consent. Non-sporting close-up portraiture is prohibited.

4. Official Photographers & Spectator Recording

- **Registered Photographers:** Official match photographers must register via the club's sign-up system at least 48 hours prior to a fixture and wear a designated club bib or lanyard.
- **Spectators & Coursework Recording:** Parents, supporters, and students collecting PE video evidence are welcome to film/photograph from public spectator areas provided they respect opt-out requests and adhere to safeguarding standards.
- **Prohibited Zones:** The use of any camera or recording device is strictly prohibited in "No Camera Zones" (changing rooms, showers, and toilets).

5. Matchday Opposition & Opt-Out Protocols

- **Opposition Notice:** Team Captains/Managers must inform opposing teams prior to push-back if tactical recording (Veo) or an official photographer is operating, including notice that a tactical link may be shared with their coaching staff.
- **Silence Rule:** If a visiting player or team has opted out or lacks confirmed consent, they must be excluded from any public media distribution or social

media posts. If an opposition team objects to tactical recording, the Veo system must not be operated for that fixture.

6. Storage, Retention & Reporting

- **Data Protection (GDPR):** All digital media and consent logs are managed in accordance with data protection legislation.
- **Retention:** Tactical match footage and public media files featuring identifiable minors are retained for up to 24 months after their operational purpose before secure deletion.
- **Concerns:** Any safeguarding concerns or reports of inappropriate image use must be directed immediately to the Oxton HC Welfare Officer.

Policy Version Control

	Version control
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1.3	Addition of opposition tactical footage link & sharing
1.2	Incorporates Spond Sign-up, Verbal Opt-out & GCSE/PE Video
1.1	Addition of use of Veo tactical recording system
1.0	Creation of policy