



SAFEGUARDING · POLICY 05

Media, Photography and Image Use Guidance

How CYEF photographs, films and tells the stories of the young people it works with, without trading their dignity for reach.

Document	Media, Photography and Image Use Guidance
Version	1.0
Owner	CYEF Safeguarding Focal Person, Safeguarding Lead
Approved by	CYEF Board of Directors
Date adopted	pending board adoption
Review cycle	Reviewed every two years
Applies to	Staff, coaches, volunteers, photographers, videographers, partners, sponsors and visiting media

1. Why this matters

CYEF's work is visual. Football, graduations, performances and community events all produce powerful images, and those images raise funds and open doors. That is exactly why the standard has to be firm.

An image of a child is personal data under the Data Protection Act, 2019, and publishing one carries lasting consequences the child cannot foresee. A photograph taken at fourteen can be found at twenty-four. Some images also carry direct risk, by revealing where a child can be located or by marking them out as vulnerable.

The test CYEF applies is simple: would we be comfortable if this were our own child, published in this way, with this caption, in five years' time?

2. Consent

2.1 What is required

- **Written consent from a parent or guardian** before any identifiable image of a child is captured for CYEF use
- **The child's own agreement**, sought separately and in language they understand. A guardian's signature does not override a child who does not want to be photographed
- Consent recorded on the CYEF media consent form, with the date and the scope of use
- Fresh consent for any use materially different from the one agreed, such as a billboard, a fundraising appeal or a partner's campaign

2.2 What consent must state

- What will be photographed or filmed, and where
- Where it may appear, including the website, social media, print, reports and partner or funder material
- How long it will be kept
- That consent can be withdrawn at any time, without any effect on the child's participation
- Who to contact to withdraw it

2.3 Withdrawal

Consent may be withdrawn at any time by contacting info@chipukeezyfoundation.org. CYEF will remove the image from every channel it controls, normally within fourteen days. Material already printed or already distributed to third parties cannot always be recalled, and this is explained honestly at the point consent is given rather than discovered later.

Where consent is missing

No consent means no identifiable image. The alternatives are photographs taken from behind, from distance, in wide group shots where no individual is the subject, of hands, boots, equipment or the pitch. Good photography is possible within the rule. The rule does not bend because the picture is good.

3. Taking images

3.1 Standards

- Children are appropriately dressed and engaged in the activity
- No image that could be read as sexualised, degrading, humiliating or intrusive
- Avoid close framing of a child's body. Photograph the action, not the anatomy
- No photography in changing areas, toilets, washing areas or sleeping accommodation, at any time, for any reason
- No images of a child who is distressed, injured, being disciplined or receiving medical attention
- Children with visible disabilities are photographed on the same terms as everyone else, taking part rather than as objects of sympathy
- Girls' programme images show the group, the coaching and the chaperoning, not an individual girl isolated with an adult

3.2 Equipment and access

- Images are taken on CYEF equipment wherever possible
- Where a personal device is unavoidable, images are transferred to CYEF storage and deleted from the device the same day, and this is confirmed in writing
- External photographers and media crews are briefed on this guidance before they start, sign the Code of Conduct and are accompanied by a CYEF staff member throughout
- No visiting photographer has unsupervised access to children
- Anyone photographing without authorisation is asked to stop, and the Safeguarding Focal Person is informed

4. Captions, names and location

This is where most organisations slip. The photograph is fine and the caption creates the risk.

Rule	Why
Never publish a child's full name beside their image	A full name plus a face makes a child findable

Rule	Why
First name only, and only where consent covers it	Keeps the story human without identifying the child
Never combine a name with a school name	Together they give a stranger a place to find the child on a weekday morning
Never publish a village, estate, home area or route	Location plus image is the combination that enables approach
Do not caption a child with their circumstances	Labelling a child as an orphan, a survivor or as poor follows them permanently
Do not tag children in social media posts	Tagging links the image to a personal account
Use a pseudonym where a story is sensitive, and say that you have	Protects the child, and is honest with the reader

5. Stories and case studies

- Separate written consent is needed for a story, over and above image consent
- The child and guardian see the final text before publication, and can ask for changes or withdraw
- Do not publish details of abuse, family breakdown, health status or legal proceedings involving a child
- Present children as capable people with ability, not as passive recipients of charity
- Do not overstate CYEF's role in a young person's success
- Never offer money, selection or a place in a programme in return for a story

6. Online and social media

- Only authorised staff post on CYEF channels
- Personal accounts do not post images of CYEF children
- Location tagging is switched off for posts featuring children, and geotags are stripped from image files before upload
- Comments on posts featuring children are monitored, and inappropriate comments are removed and reported
- Anyone requesting private contact with a child through a CYEF channel is refused, and the request is reported
- Adults do not accept friend or follow requests from children on personal accounts

7. Storage, retention and sharing

- Images are stored on CYEF-controlled systems with access limited to authorised staff
- Consent records are stored so that any image can be traced back to its consent
- Images are retained for the period stated on the consent form, and reviewed at least annually
- Images no longer needed, or where consent has been withdrawn, are deleted
- Sharing with partners, funders or media is permitted only within the scope of the consent, and the recipient is told the terms
- Personal data in images is handled under the Data Protection Act, 2019 and the CYEF Data Protection Policy

8. Events open to the public

At tournaments and public events, CYEF cannot control every camera. What CYEF does control:

- Signage stating that photography is taking place and how to opt out
- An announcement at the start asking spectators to photograph their own children and to respect others
- A named person to approach with a concern
- Children whose guardians have declined consent are known to the activity lead and kept out of official photography
- Anyone photographing children in a way that causes concern is challenged, and the matter is reported

9. Breaches

Publishing an image without consent, photographing in a prohibited area, keeping images on a personal device or captioning a child with identifying detail are breaches of this guidance and of the Code of Conduct. They are handled through the disciplinary process, and referred externally where a child has been placed at risk.

Where an image has been published in error, it is removed immediately, the guardian is told and the incident is recorded.

Read alongside the Child Safeguarding and Child Protection Policy, the Code of Conduct, the Consent Forms and the Data Protection Policy. Consent withdrawal: info@chipukeezyfoundation.org.