



# Photography and Videography Policy

SEASON X • 2026/2027

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|----------|-----------------------------|-----------|----------------|
| Document | Policy                      | Effective | September 2026 |
| Owner    | Black Ice Academy Directors | Review    | September 2027 |

Black Ice Academy uses photography and video to celebrate athletes, communicate with families, support coaching and promote academy activities. Images and recordings of identifiable children are personal data and must be handled with particular care.

## Consent and transparency

- BIA will tell parents/carers and, where appropriate, children how official images may be used. Current permissions/preferences will be recorded through Coacha or another approved academy system.
- Consent is one possible lawful basis for promotional use. Where BIA relies on consent, it must be specific, informed and capable of being withdrawn. Refusing or withdrawing promotional-image consent will not disadvantage a child's participation.
- BIA will take account of a child's own wishes and will not knowingly photograph or publish a child who objects, even where a parent/carer has previously agreed, where it is reasonable to do so.
- Where an image is needed for a different purpose (for example, safeguarding evidence, incident management or legitimate coaching analysis), BIA will identify and document an appropriate lawful basis rather than treating promotional consent as blanket permission.

## Official BIA photography and filming

- Use only approved devices/accounts and transfer/store material securely.
- Avoid publishing a child's full name alongside an image unless there is a clear, documented reason and appropriate permission. Do not publish contact details, school, home address, routine/location information or other unnecessary personal information.
- Use images that are appropriate to the sport and do not focus unnecessarily on body areas or create sexualised, embarrassing or demeaning content.
- Professional photographers/media must be briefed on BIA safeguarding expectations and must not have unsupervised access to children.
- Do not arrange private photography sessions at a child's home or another unapproved location.
- Remove or stop using promotional images where consent has been validly withdrawn, so far as reasonably practicable, while recognising that already printed/distributed material may not be recoverable.

## Parents, spectators and competitions

Personal photography by parents/carers may fall outside data protection law where it is genuinely for personal or household use, but BIA and venues may impose safeguarding restrictions. Everyone must follow event/venue rules and must not publish images of other children in a way that creates a safeguarding or privacy risk. Requests not to photograph or share a particular child must be respected where communicated by BIA.



## Data protection and retention

Images will be kept only for as long as needed for the stated purpose, with access limited appropriately. Requests about access, deletion or use of images should be sent to [info@blackicecheer.co.uk](mailto:info@blackicecheer.co.uk). Safeguarding records containing images may need to be retained even where promotional consent is withdrawn.

## Legal and guidance framework

This document should be read alongside Black Ice Academy's other safeguarding and safety procedures. It is aligned to the following legislation and guidance current at September 2026:

- UK GDPR and Data Protection Act 2018, as amended by the Data (Use and Access) Act 2025
- ICO Children and the UK GDPR guidance, updated May 2026
- Working Together to Safeguard Children 2026

## Approval and review

Approved by

Kathryn Thompson and Victoria Worley, Directors

Effective from

September 2026

Next scheduled review

September 2027

Earlier review

Following a serious incident, material legal/guidance change, or significant change to academy operations