



Photography and Filming (including camera phones)

Photographic and Filming Policy

The Swim Ireland policy allows only individuals who have been granted permission to video, film or to take photographs of children in Swim Ireland. Any image taken and then published, printed or viewed either publically or privately should be in keeping with the ethos of the sport.

Throughout this policy document the reference to photographs also includes the use of any other media used to capture images whether stills or motion images.

General Information

Swim Ireland do not wish to prevent parents and adults from taking pictures, this policy is to ensure only those who have a right to take photographs, do so.

A request for permission to take and use individual and group photographs and/or video footage for training, competition and/or promotional purposes should be submitted to either the Club/Region/Swim Ireland depending on the activity.

During Swim Ireland events any person may be photographed or filmed as part of the occasion, either as an individual or as a member of a group. An individual may also appear in a photograph or video inadvertently, in the background. Permission is incorporated into the entry conditions to the event and all participants must be informed of this prior to submitting their entry.

A signed permission form allowing their child to be photographed/filmed and that the use of the images will be in line with the Swim Ireland Photographic/Videoing Policy must be obtained from the parent/guardian and the young person for events where permission is not incorporated any entry conditions or does not form part of the membership conditions of a Club

It is the responsibility of the event/organiser/Region/Club to ensure only those taking photographs are permitted to do so.

Individual facilities will have their own photographic/filming policy. Where a facility has a policy in place this should be followed notwithstanding the requirements contain in this, the Swim Ireland policy must be met.

Taking Photographs/Video

The following sections must be followed:

Announcement/Notice at Events

Registration/Accreditation for Swim Ireland events/training

Taking Photographs

Use of Images

Media Images

Videoing/filming for training/competition purposes

Storage/Disposal

Announcement/Notice at Events

The following statement should be made at any event/activity where the photographic policy is relevant, i.e. where photographs are being taken with the necessary permissions in place. This includes all Swim Ireland run events.

“In line with Swim Ireland rules no person may video, film or take photographs at this event without having received permission and registered their details with the event organiser (or similar responsible person)”

This statement must be read out at the start of every session for the duration of the event to ensure all individuals are aware of the Swim Ireland policy.

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Registration/Accreditation for Swim Ireland events/training

Professional photographers must register for accreditation with Swim Ireland (or event organiser), ideally 5 days prior to an event. Permission may be refused if appropriate professional credentials are not submitted to Swim Ireland or event organiser or the reason for being given access is not acceptable. If there is any doubt advice may be taken from the Club Children's Officer or the National Children's Officer
Other adults, i.e. parents or Club official must register on the day with the person appointed by Swim Ireland (or event organiser).

Each photographer must supply their name, address and club or business (ID should be checked and recorded as such).

Each photographer will receive a dated identification badge which should be visible at all times.

The registration information should be kept with the event organiser and stored for future reference.

Taking Photographs

Any photograph taken should be of an appropriate nature. Any person taking inappropriate photographs will have the accreditation/registration status removed by the event organiser and the matter reported to the appropriate Designated Person.

Group photographs involving children are preferable to individual photographs.

For presentation ceremonies swimmers should be dressed in shorts/track bottoms and a top or similar in Club kit

'Action' shots with children in swimming attire only which capture the nature of the sport are acceptable.

Parents/adults taking photographs of their own children should respect other young people's privacy.

Use of Images

Each club should ensure they have signed permissions forms.

Images may be used on websites and in other publications – this can be included as part of the Club membership or relevant team or squad conditions.

Children should avoid being named in photographs – see Use of media images for further information

Photographs should avoid being used where individual children can be identified. Often accompanying text quotes children's names and this can be used together with a general photograph where each child cannot be identified by the names mentioned in the text.

Images should only be used where children are appropriately dressed in shorts/track bottoms and a top when out of the pool; any action shots should only be used where the emphasis is on showing the sport.

Media Images

Images of young people taken by media or press photographers at events are outside the control of Swim Ireland. Young people are usually named in such images due to the level of achievement within the sport where the media take an interest. Any child or young person must be comfortable with the images and their use – this must always be considered in conjunction with the parent/guardian.

Young people who have reached this level within the sport must be supported and every opportunity given to ensure they are comfortable with their representation. Any images may be used by Swim Ireland for promotional purposes.

Clubs/Regions/Swim Ireland should not use any image considered unnecessary or inappropriate for the purposes of promotion.

Videoing/filming for training/competition purposes

Videoing is an extremely valuable tool for coaches and teachers, and should be used for coaching/teaching purposes only.

Written agreement from the parents and children must be received, this can be incorporated into Club membership or part of an overall team agreement if not already part of the annual sign up.

Videoring/filming by voluntary members of Swim Ireland may only be undertaken on completion of the required child welfare training and signing the appropriate code of conduct.

Storage/Disposal

Use of films/videos/photographs should be used in an appropriate way and care must be taken to store/dispose of all materials in a safe and secure manner

Where an agreement has been entered into by a Club/Region/Swim Ireland for photographs and/or video analysis all parties must be clear on the requirements for storage and/or disposal of materials.