

Photography, Video and Social Media Policy

Dragon Academy Ltd (company number 16871720)

Version 1.0 · Approved by Dylan Powell, Director · Designated Safeguarding Lead: Dylan Powell · Next review: by 31 October 2027

1. Why we have this policy

Photos and videos help us celebrate players and show families what Dragon Academy does. They can also put children at risk if they are misused, shared without permission or show where a child can be found. A photo or video in which a child can be identified is personal data under UK data protection law. This policy sets out how Dragon takes, uses, stores and removes images of children.

2. Consent

1. Dragon only takes and uses images of a child whose parent or carer has given consent. Dragon asks for consent in writing (on a form or in the app), and parents can change it at any time.
2. Parents choose separately for each use:
 - **(a) Coaching use only:** photos or video used by coaches to help the child improve, not shared beyond Dragon staff and the family.
 - **(b) Members only:** the Dragon Players app and the Dragon Weekly email to Dragon families.
 - **(c) Public:** Dragon's website and Dragon's social media accounts.
 - **(d) Advertising:** paid adverts and promotional videos.
3. A parent who gives no consent, or does not return the form, is treated as having said no to every use.
4. We also listen to the child. If a child does not want to be photographed or filmed, we respect that, whatever the parent has agreed.
5. Some children must not appear in any image, for example because of a court order, a child protection plan, foster care or adoption, or a family's safety. Parents can tell Dragon privately. The DSL keeps a "no images" list, and every image is checked against it before it is used.
6. Consent records are kept for as long as the image is used, and for 12 months afterwards.

3. Taking photos and video at Dragon sessions

1. **Only the designated photographer takes photos or video of children.** That is the DSL, or, when the DSL is not at a session, the one coach the DSL has designated in writing to lead that

session. No other coach, helper or volunteer may photograph or film Dragon children on any device. This includes photos for "just the group chat".

2. The designated photographer takes photos or video only for Dragon, and never shares them from their own device or accounts.
3. Images must show children taking part in football, properly dressed, in an ordinary session setting. Never take images in toilets, changing areas or of a child who is injured or upset.
4. Images are moved to Dragon's secure cloud storage within 7 days and then deleted from the device they were taken on, including any backups or deleted-items folders.
5. No live streaming of sessions without the DSL's written approval and fresh consent from every family whose child could appear.
6. Professional or third-party photographers and film crews: only with the DSL's agreement, a written brief, supervision at all times, and the same consent rules. They must hand over or delete all images afterwards and confirm this in writing.

4. Using images

1. **Names:** publicly, use a child's first name only, or first name and the first letter of their surname, never their full name. Never name a child's school, and never post anything that shows where a child lives.
2. Do not post a child's image together with personal details such as their date of birth, home area or school.
3. Before posting, check every child in the image against the consent records and the "no images" list. If any child in a group shot does not have consent for that use, do not use the image, or crop or blur the child so they cannot be identified.
4. Player of the Month posters and similar awards: only for children with public consent (2(c)). Use first name and initial only.
5. **Images of Dragon children must not be uploaded to AI image, video, face-swap or avatar tools**, and must not be used to train or generate AI content. Ordinary editing (cropping, captions, colour) is fine.
6. Sponsors and partners do not receive images of children for their own use. Sponsor branding may appear in Dragon's own posts.

5. Removal on request

1. A parent can withdraw consent, or ask for any image of their child to be removed, at any time and without giving a reason. They can contact the DSL or reply to any Dragon message.
2. Dragon will remove the image from its own website, social media accounts, app and adverts as soon as possible and within **2 working days** of the request, delete it from Dragon's storage unless the parent agrees it can be kept for coaching use, and confirm to the parent when this is done.

3. Dragon cannot remove copies that other people have already shared or saved, but will ask the platform to remove them where possible.

6. Parents and spectators

1. Parents and carers may take photos or video of their own child for their own family use.
2. We ask parents not to post images of other people's children online without that family's permission.
3. Anyone who appears to be filming children without good reason, or who refuses to stop when asked, will be asked to leave, and the venue and, if needed, the police will be told.
4. Venues may have their own rules about photography, which take priority.

7. Dragon's social media and online contact

1. Dragon's social media accounts are run by Dylan Powell. Coaches do not run or post on Dragon accounts without his written approval.
2. Dragon accounts do not follow, message or start conversations with children. If a child messages a Dragon account, the reply goes to the child's parent, not the child.
3. Comments on Dragon posts are checked. Comments that identify, embarrass or put a child at risk are removed.
4. Coaches must not post about Dragon children on their personal accounts (see the Coach Code of Conduct, policy 03).

8. Concerns

If you are worried about an image of a child, or how one is being used, tell the DSL straight away (see policy 02). Images that may be indecent or show abuse must not be copied, forwarded or saved: tell the police (999 in an emergency, 101 otherwise) and the DSL.