

Photography & Media Consent Policy

Last updated: April 2026

1. Introduction

Coaches Club CIC is committed to promoting our work and celebrating the achievements of the people who take part in our courses, workshops, and programmes. Photography and video are an important part of how we share our impact with the community.

We are equally committed to protecting the privacy, dignity, and safety of everyone involved in our activities — particularly children and young people. This policy sets out how we take, use, store, and manage photographs and video footage, and how we obtain and record consent.

This policy should be read alongside our [Privacy Policy] and [Safeguarding Policy].

2. Scope

This policy applies to all photography and video footage taken by Coaches Club CIC staff, volunteers, or anyone acting on our behalf during:

- Courses, workshops, and training sessions
 - Placement and community activities
 - Events and promotional activities
 - Any other activities delivered or supported by Coaches Club CIC
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3. Why We Take Photographs and Video

We use photography and video for the following purposes:

- Promoting our courses, programmes, and services on our website and social media channels
- Showcasing the impact of our work to partners, funders, and the wider community
- Celebrating the achievements and progress of participants
- Creating educational and training resources

We will never use images or footage for any purpose beyond those listed above without seeking fresh consent.

4. Our Commitment to Safe Practice

Coaches Club CIC follows safeguarding best practice in all photography and media activity. We commit to the following:

- We will always obtain consent before taking and using photographs or video of any participant
- We will never take or use images of young people in a way that could be considered inappropriate, identifying, or harmful
- We will not publish images of young people alongside their full name, school, home address, or other identifying personal information
- We will not use images that could place a young person at risk, including images that could identify their location or routine

- We will store all images securely and will not share them with third parties for marketing or commercial purposes
 - We will delete images promptly if consent is withdrawn
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5. Consent

Adults (18 and over) Adult participants will be asked to provide consent for photography and video at the point of booking via our online booking system. Consent is given by ticking the relevant checkbox on the booking form.

Adults may also be asked to confirm consent in person at the start of a session.

Young people (under 18) For participants under the age of 18, consent must be provided by a parent or guardian. This is collected at the point of booking via our online booking form.

We will not photograph or film any young person without confirmed parental or guardian consent on record.

Where a young person is old enough to understand and has views about being photographed or filmed, we will also take their wishes into account, regardless of parental consent. If a young person indicates at any point that they do not wish to be photographed or filmed, we will respect that immediately.

Withdrawal of consent Consent can be withdrawn at any time by contacting us at hello@coachesclubcic.co.uk. Where consent is withdrawn, we will:

- Stop taking photographs or video of that individual with immediate effect
- Remove any existing images of that individual from our website and social media channels as soon as is reasonably practicable
- Delete stored images of that individual from our records

Please note that it may not always be possible to remove images that have already been shared publicly by third parties.

6. How We Use Images on Social Media

We use our social media channels, including Facebook and Instagram, to share photographs and video from our sessions and events. When posting content involving participants:

- We will not tag individuals in images without their explicit permission
 - We will not publish the full name of any young person alongside their image
 - We will use first names only where a name is used alongside an image of a young person
 - We will not share images that could be considered embarrassing, undignified, or that show a participant in a negative light
 - We will moderate comments on any posts featuring young people
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7. Third-Party Photography

Occasionally, partner organisations, journalists, or other third parties may wish to take photographs or film footage at our events or sessions. Coaches Club CIC will:

- Inform participants in advance when third-party media will be present
- Ensure that any third party agrees to comply with this policy before taking images
- Obtain written confirmation from the third party that images will only be used for the agreed purpose

Coaches Club CIC cannot accept responsibility for the use of images taken by third parties outside of our direct control, but we will take all reasonable steps to protect participants.

8. Participant Photography

We ask that all participants, parents, and guardians respect the privacy of others when taking personal photographs or video during our sessions. In particular, we ask that:

- Participants do not photograph or film other participants, especially young people, without their permission
 - Images or video featuring other participants are not shared on social media without consent
 - Any concerns about inappropriate photography by another participant are reported to a member of staff immediately
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9. Storage and Retention of Images

All photographs and video taken by Coaches Club CIC are stored securely. Images are retained for as long as they remain relevant for promotional or reporting purposes and are reviewed regularly.

Images will be deleted:

- When they are no longer needed for their original purpose
- Upon request from the individual or their parent/guardian
- In line with our wider data retention practices as set out in our [Privacy Policy]

10. Raising a Concern

If you have any concerns about the way photographs or video have been taken, used, or shared by Coaches Club CIC, please contact us as soon as possible:

Rus Smith — Data Controller Email: hello@coachesclubcic.co.uk Address: 30 Greenbox, Westonhall Road, Stoke Prior, Bromsgrove, B60 4AL

We take all concerns seriously and will respond promptly. If your concern relates to the safety or welfare of a young person, please also refer to our [Safeguarding Policy].

You also have the right to raise a concern with the Information Commissioner's Office (ICO) at www.ico.org.uk if you believe your data has been handled inappropriately.

11. Review

This policy will be reviewed annually or following any significant change to our activities or relevant legislation.

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