

Photography & Social Media Policy — Swan Leisure Swim Club

Purpose

To allow Swan Leisure Swim Club (SLSC) to take, use and publish photographs and video of swimmers and club activities for the legitimate purposes of promoting the club, celebrating members' achievements, reporting on events, and communicating with members and the public — while protecting children and vulnerable people and complying with Swim Ireland guidance.

Scope

This policy applies to:

- All club-run activities (training, galas, fundraising events, club trips).
- All images taken at galas / events attended by swimmers in their capacity as members of SLSC.
- All photographers or videographers acting with club permission.
- All images or video posted on club social media, the club website, newsletters, printed materials and local press.

Principles

1. **Consent:** Photographs or video of children/young people will only be taken or used where consent has been given by the parent/guardian. Consent will be requested at the point of membership and may also be recorded separately for events.
2. **Opt-out:** While the club expects to use images for promotion and member communications (and includes consent as part of membership sign-up), opting out is respected – parents / guardians may withhold or withdraw consent in writing at any time. The club will make reasonable efforts to avoid using images of anyone who has opted out.
3. **Safety & Dignity:** No images will be used that could cause embarrassment or put a child at risk. The club will follow Swim Ireland rules about images in changing rooms, use of camera devices and authorised photographs. Only appropriate images of children will be used (in line with Swim Ireland Filming and Photography policy), for example:
 - Posed images such as during medal ceremonies, presentations or team shots where young people must be wearing t-shirt/top, shorts/tracksuit, dry robe.
 - Action shots of young people where the focus is on the participation in the sport, not the athlete.
4. **Limited Publication:** Images published will be limited to those that present participants in appropriate dress and context. Personal details such as individual names will not be published without explicit consent.
5. **Authorised Photographers:** Only authorised persons (club coaches, designated parent photographers - Team Managers, Squad Reps, Comms / PR Officers, or an external photographer approved by the committee) may take photos/videos during sessions and

events. Any external commercial photographer must show ID and agree to club and Swim Ireland rules.

Use of images

Images may be used for:

- Club website, social media channels and newsletters.
- Local press and promotional material for the club.
- Internal club records (e.g., award slideshows, annual report).

We will not use images for any commercial purpose beyond reasonable club promotion without obtaining additional consent.

Identification & Naming

We will generally avoid full-name identification of children in social media posts. If we use a child's name, we will only do so with explicit consent. Where we do publish names, we will limit the amount of personal data published.

Changing Rooms / Private Areas

No photography or filming is permitted in changing rooms, shower areas, or other private areas at any time. In line with Swim Ireland regulations, camera-enabled devices must not be taken into changing areas.

Consent / Opt-out process

At the point of membership, parents / guardians will be asked for consent and permission for the club to use images of their child for club promotion and communication, in line with this policy. This consent will be recorded and linked to the membership record.

To withdraw consent or to notify the club that an image should not be used:

1. Email the Club Secretary at swanlscsecretary@gmail.com
2. Provide the swimmer's name and a brief description of the image(s) (date/event if known).
3. We will acknowledge the request within 7 days and will act to remove or stop using the image where reasonably practicable. (If the image has been used by third parties, we will advise on next steps.)

Note: opting out does not prevent standard club photography at events, but the club will avoid publishing images of people who have notified us they wish not to be included (reasonable effort basis).

Storage, Retention & Deletion

- Images will be stored securely by the club and accessible only to authorised club officers.
- If a member or parent withdraws consent, the club will remove images from new publications and will make reasonable efforts to remove existing images from club pages.

Please note that we cannot control removal of images already shared by third-party sites or press.

- The club will keep a record of consent decisions tied to membership records.

Complaints & Enforcement

Concerns about misuse of images should be raised with the Club's Children's Officer (swanlscoco@gmail.com) and the Club Secretary (swanlscsecretary@gmail.com). For safeguarding matters, Swim Ireland safeguarding procedures apply.