



VIDEO AND PHOTOGRAPHY POLICY AND GUIDANCE

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PURPOSE AND SCOPE

Photographs, video and livestreams can celebrate achievement, support coaching and promote aikido. They must be created and used in ways that protect children and young people from unwanted identification, contact, misuse and the manipulation of images, including by artificial intelligence.

This policy applies to Alliance and club officials, instructors, volunteers, commissioned photographers, the media, parents and spectators. It covers still photographs, video, livestreams and images made with cameras, mobile phones, tablets or other recording equipment at Alliance or club activities and events.

Personal use: A parent or spectator taking images only for personal or household purposes will generally fall outside the UK GDPR. The Alliance or club may still set and enforce proportionate photography rules on safeguarding grounds and as a condition of entry to premises or an organised event.

PERMISSION, PRIVACY AND THE LAWFUL BASIS

A recognisable image of a child is normally personal data when an Alliance body or club records, stores, uses or publishes it. The responsible organisation must identify and document an appropriate lawful basis for each use and give clear privacy information explaining the purpose, audience, storage, retention and rights of those shown.

Important distinction: Data-protection consent is not the only possible lawful basis. Separately, Alliance safeguarding policy requires permission before an official image of a child is taken or published and requires the child's current wishes to be respected.

For official Alliance or club photography:

- Explain the proposed uses in plain language—for example, internal coaching, a club website or social-media account, printed publicity, press coverage or livestreaming.
- Obtain the parent's or carer's permission and the child's agreement where the child is under 16. For a 16- or 17-year-old who understands the decision, obtain the young person's permission and, as Alliance policy, inform their parent or carer.
- Make permission a separate, optional choice. It may sit alongside a membership form, but must not be bundled into acceptance of membership or participation.
- Offer separate choices for materially different uses. A person may agree to one use and refuse another without disadvantage.
- Check that permission remains current before taking or publishing images. Never photograph or film a child who objects at the time, even where permission was given earlier.
- Explain how permission may be withdrawn. Stop future use and remove images from channels under the organisation's control where reasonably practicable; explain that printed material and third-party copies may not be recoverable.

RULES FOR TAKING AND PUBLISHING IMAGES

- The person in charge must authorise official photography or filming and know who is recording, why, and for which agreed use.
- Check the permission record and make discreet arrangements so that a child without permission is not included or singled out.

- Children must be appropriately dressed, with dogi (training uniform) covering the torso from at least the bottom of the neck to the calves. Avoid images or angles that could be considered intrusive, embarrassing or sexualised.
- Focus on the activity and the group rather than repeatedly singling out one child, unless this has been specifically agreed for a legitimate purpose.
- Do not take photographs or recordings in changing rooms, toilets, showers, treatment or first-aid areas, or any other place where privacy is expected.
- Do not publish a child's full name, exact address, school, routine, live location, contact details or other information that could enable identification or contact. Avoid tagging children. If a name is necessary and agreed, use a first name only.
- Where possible, represent the club's diversity, including different genders, kyu grades, ethnic communities and disabled children, without stereotyping or compromising safety.
- Use an Alliance- or club-controlled device for official images wherever practicable. A personal device may be used only with prior authorisation and the images must be transferred promptly to approved storage and deleted from the device and any automatic personal cloud backup.

STORAGE, ACCESS AND DELETION

- Store official images only in secure, approved systems. Restrict access to authorised people who need it for the agreed purpose.
- Keep a record of the purpose, lawful basis or safeguarding permission relied upon, permitted uses and any withdrawal or restriction.
- Do not retain images merely because they might be useful later. Set an appropriate review or deletion date, review holdings at least annually, and securely delete images when the purpose has ended or retention is no longer necessary.
- Do not copy official images into personal accounts, messaging groups, devices or storage. Share only by approved methods and with the minimum necessary recipients.
- Respond promptly to requests about images and refer data-protection rights requests to the club or Alliance person responsible for data protection.

ONLINE SHARING AND LIVESTREAMING

Publishing an image online can make it available worldwide, allow copying beyond the organisation's control and expose it to profiling, alteration or AI-generated misuse. Use only approved Alliance or club channels and apply the identification rules in section 3.

- Do not post images of other people's children on personal social-media accounts or group chats without their parent's or carer's permission and the child's agreement.
- Livestream only where it has been approved in advance, the safeguarding and privacy risks have been assessed, the audience and platform are appropriate, and everyone who may appear has received clear information and given the required permission.
- Frame livestreams on the activity or whole training area, not individual children. Do not show changing or private areas, attendance lists, addresses or other identifying information.
- Control access where practicable. Do not record or retain a livestream unless this was separately explained, authorised and covered by the stated lawful basis and permission.

PROFESSIONAL PHOTOGRAPHERS AND THE MEDIA

Before commissioning a photographer or admitting invited media, the organiser must give them a written brief and confirm the arrangements with participants and parents or carers. The photographer must provide bona fide identification and, where appropriate, wear an event identification badge.

The written brief or agreement must cover:

- the permitted purpose, locations, subjects and uses, including publication, ownership and access to the images;

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- how the permission list will be followed and how children who must not appear will be protected;
- secure transfer, storage, retention and deletion, including deletion from the photographer's equipment and backups;
- the prohibition on private, unsupervised or one-to-one access to children and on sessions at a child's home or away from the agreed event; and
- how concerns will be reported immediately to the event organiser or safeguarding lead.

PARENTS AND SPECTATORS

Before an organised event, tell parents and spectators what photography is permitted and how concerns can be raised. On premises controlled by the Alliance or club, a person intending to photograph or film must follow the organiser's instructions, identify themselves if asked and state their purpose.

- Photograph or film your own child only, unless the other child's parent or carer and the child have agreed.
- Do not publish or share an image containing another person's child without the required permission. Check backgrounds before posting.
- Do not livestream from the event unless the organiser has expressly authorised it under section 5.
- Report intrusive, secretive or otherwise concerning behaviour immediately. Organisers should approach the person calmly, explain the policy and require them to stop where the rules are not being followed.

Public places: An organiser cannot generally prevent a member of the public from taking lawful photographs from a public place. Do not suggest that photography is itself a criminal offence. Record and report behaviour that gives rise to a safeguarding concern, harassment, voyeurism or another suspected offence.

RESPONDING TO CONCERNS

- If a child may be at immediate risk, call 999. For non-emergency police assistance, call 101.
- Report any inappropriate, intrusive or unauthorised photography, filming, sharing or image manipulation promptly to the event organiser, Lead Instructor or club Welfare Officer. They must preserve relevant information and follow the Alliance safeguarding procedure, including referral to the Alliance Lead Safeguarding Officer where required.
- Do not investigate the matter yourself, confront a person where this could increase risk, or circulate the image as evidence. Preserve the original securely and share it only through the safeguarding or police route.
- A personal-data breach—such as loss, unauthorised disclosure or access—must also be reported immediately to the person responsible for data protection so that the legal reporting duties can be assessed.

REFERENCES

Information Commissioner's Office, [Taking photographs: data protection advice for schools](#) (accessed 13 September 2026).

NSPCC Child Protection in Sport Unit, [Photography and filming in sports and activities](#) (updated 25 November 2025; accessed 13 September 2026).

Legislation, [Data Protection Act 2018](#) and UK GDPR.

CHANGE LOG

Date	Version	Summary
2021	V1	Original policy and guidance.
Sept 2026	V2	Updated consent and privacy wording; added lawful-basis distinction, secure storage and deletion, social-media and livestreaming controls, private-area restrictions, media agreements, public-place clarification, AI misuse risk and clearer reporting routes.