



Academy: Photography, Filming and Digital Image Policy

NEWPORT COUNTY AFC

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Author	Hywel Dafydd
Updated By	Jordan Hughes
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1. Introduction

Newport County Association Football Club Academy takes seriously its responsibility to protect and promote the safety and welfare of its players and employees. Newport County AFC recognise this responsibility extends to how the Club manages the use of still and video images of individuals and have put in place appropriate measures to ensure good practice.

Photography and videography in football is subject to the Data Protection Act 2022 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. Newport County AFC's own Data Protection Policy is also in place to safeguard such factors.

As well as these statutory rights, restrictions on photography arise from issues of safeguarding and copyright in performances. Newport County AFC Academy recognises that it is difficult to balance the benefits of having photographic records of the wide variety of events that take place day to day in the Club's environment, whilst also appropriately protecting the individuals associated with the Club.

Newport County AFC Academy may wish to capture video or photographs of players. These images or videos may be used on the official Newport County AFC website, in printed materials such as match day programmes, or even on the Club's social media accounts, such as X (Twitter), Facebook, Snapchat, Instagram, Tik Tok, YouTube and LinkedIn. There may also be times when the Academy is visited by members of the press or media who will take photographs or film footage. Players will often appear in these images which may appear in local or national newspapers or on televised news programmes. Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

When children are signed to Newport County AFC's Academy, all parents and carers should be informed that images of their children may be used in marketing and promotional material produced by Newport County AFC. Parents and carers must sign a consent form. Any parent or carer who do not wish for their images to be used in this capacity for any reason may opt out by informing the club in writing. Where parents/carers have opted out, Newport County AFC Academy will take steps to ensure their child's image is not identifiable in any of its materials. Newport County AFC will use reasonable judgement when using images for the progression of the club and its players whilst always respecting the wishes of the individual and their parents.

2. Use of Digital and Video Images

The development of digital imaging technologies has created significant benefits in allowing staff and players instant use of images that they have recorded themselves or downloaded from the internet. However, staff and players need to be aware of the risks associated with sharing images and with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. Newport County AFC will inform and educate users about these risks and will implement policies, such as the Electronic Communications and social media Policy, to reduce the likelihood of the potential for harm, including the following non exhaustive points:

- When using digital images, staff should inform and educate players about the risks associated with the taking, use, sharing, publication and distribution of images. In particular, they should recognise the risks attached to publishing their own images on the internet e.g., on social networking sites.
- Copyright and use of photographs are carefully controlled by and retained safely by the Club.
- Photographs held by the Club must be annotated with the date on which they were taken and stored securely and in line with the Club's Data Protection Policy.
- Staff are allowed to take digital/video images using Newport County AFC equipment to support educational aims, but must follow the Club's policies concerning the sharing, distribution, and publication of those images.
- Care should be taken when taking digital/video images by ensuring that players are appropriately dressed and are not participating in activities that might bring the individuals or the Club into disrepute.
- Newport County AFC staff must not use any images that are likely to cause distress, upset or embarrassment.
- In cases with children: Effort should be taken to take and use photographs that focus on the wider activity, rather than a particular child.
- Photographs published on the website or elsewhere that include players will be selected carefully and will comply with good practice guidance on the use of such images.
- Newport County AFC staff must report any concerns relating to any inappropriate or intrusive photography to the Head of Academy Operations or Academy Manager.
- Photographs taken by staff during games or on tours and tournaments may be used within the Club to illustrate the work of the Club, except in cases where the parent/carers has opted their child out.
- Cameras and mobile phones are prohibited in the toilet and changing areas.

3. Photography by and of Club Staff

Photographs of staff members may be used by the club for promotional materials. Staff members also have the right to opt out of these uses but must inform the Head of Academy Operations in writing.

4. Photography by Parents

Where practical, arrangements can be made to allow photographs to be taken by parents and other guests attending Academy events. Photography must not be allowed to upset the performance or smooth running of the event or affect the health and safety of players and others. When a parent does not agree to their child being photographed, the Head of Academy Operations, Academy Manager, or a member of the senior management team must inform relevant staff and make every effort to comply sensitively. Parental photography must not include any child whose parent has refused consent for any reason. This may necessitate offering photography opportunities before or after the event of those who are authorised to be involved. Parental photography is secondary to the main aims and purposes of performances and must not be allowed to interfere with the opportunities for player participation.

5. Photography by Minors

In today's technologically advanced world, it is expected and accepted that children will photograph each other during certain activities. Staff and coaches should maintain the supervision and management control expected in their duty of care role. Staff and coaches must ensure they inform all players of the expectations regarding photographing their peers. Players should be educated about acceptable behaviour when photographing their peers. Staff must endeavour to discourage any bad practice, as it is open to abuse, but ultimately parents are responsible for monitoring their child's use of personal cameras and subsequent use of images involved.

6. Photographs by Other Authorised Agencies

The involvement of other agencies can only be authorised by a senior manager. Other agencies may include:

- Reputable commercial photographers commissioned by the club. The law allows them to retain the copyright of photographs they take.
- The press and other media. Copyright rests with the photographer.

Players must not be photographed for these purposes under any circumstances unless written permission and correct accreditation has been obtained. Players, staff and parents should be made aware that, when team or group photographs are taken by a commercial agency, the photographer retains the copyright. The Club should be given contact details of the agency used. In all cases where authorised photographers and media are in attendance, such as first team match days, the Media Manager will ensure that Newport County AFC's expectations are shared in line with this Policy and others to ensure best practice from said authorised individuals and groups.

Useful contacts

Academy Manager

Luke Hussey

Email: luke.hussey@newport-county.co.uk

DocuSigned by:

A980D7E65BD841F...
11/23/2025

Head of Academy Operations

Jordan Hughes

Email: jordan.hughes@newport-county.co.uk

DocuSigned by:

CD1080CEA75A4D2...
11/20/2025

Assistant Academy Manager

Ryan Morley

Email: academy.admin@newport-county.co.uk