



Ratoath Tennis Club

Photography, Use of Images & Social Media Policy

One-Page Summary

1. The “Golden Rule”

We encourage capturing the fun of tennis! Our policy is not to stop parents and members from taking photos, but to ensure that everyone’s **privacy, safety, and dignity** are respected.

2. Photography Dos & Don’ts

| DO ✓ | DO NOT ✗ |
|--|---|
| Get Permission: Ensure players (or parents of U18s) have consented via membership or specific event forms | No Cameras in Private Zones: Strictly no photography in changing rooms, toilets, gyms or treatment rooms |
| Focus on the Sport: Aim for action shots and group trophy photos | No Inappropriate Poses: Avoid shots that are overly focused on a single player or captured from intrusive angles |
| Dress Code: Ensure young people are in full tennis attire (t-shirts and shorts/skirts/tracksuits) | No Personal Details: Never post a child’s full name, address, or school alongside their photo. |

3. Social Media Etiquette

- **Respect the Club:** Content must be inclusive, fair, and respectful.
- **Think Before You Post:** Once an image is online, you lose control of it.
- **Right to Removal:** Any member can request their image be taken down from RTC social media; we will honour this immediately.
- **Zero Tolerance:** No offensive, abusive, racist, or threatening content. Such posts will be removed and may lead to disciplinary action.

4. What to do if you have a concern

If you see someone taking suspicious photos or see an inappropriate image shared online:

1. **Report it:** Speak to the **Responsible Person** at the event (Coach, Committee Member, or Event Manager).
2. **Escalate:** If the concern involves a child, contact the **Designated Liaison Person (DLP)**
3. **Alternate Route:** If you believe that the DLP could be conflicted by relationship, contact an alternate relevant committee member. Contact details for DLP and Children’s Officers can be found on the club noticeboard and website
4. **Emergency:** If you believe a crime has been committed (e.g., a violation of *Coco’s Law*), contact the **Gardaí** directly.

Please read the full policy before taking action against any concerns or allegations.



Photography, Use of Images & Social Media Policy

20th March 2026

Introduction

The “Photography, Use of Images and Social Media Policy” establishes protocols for the appropriate capture and distribution of media. It aims to authorise legitimate photography while implementing safeguards to prevent the misuse of images or video. The primary focus is to maintain a secure environment for all members without unnecessarily restricting supporters and guardians. The guidance in this policy should be used to minimise risks for all players of any age and to avoid inappropriate activity within the Club.

Definitions:

- Event: may include competition, training session, social function or any activity organised at any level of Tennis.
- Image: refers to all photographic and film/video footage
- Responsible person: may include the children’s officer, head coach, coach, event manager, committee member, event controller or facility manager at an event.
- Young people: refers to all people under the age of 18;
- Statutory Authorities: may include the Gardai, Tusla or any such body as may be required by law
- National Governing Bodies (NGBs): may include Tennis Ireland, Tennis Coaching Ireland or any such body as may be required by governance
- Individuals: Members, guests or third parties.

Permission to take images

Permission is sought by the Club to ensure that young people and parents/carers are aware of when and how their images may be used. Permission can be obtained through:

- Individual permission where permission is sought for a single or specific event and has not been sought generally through membership/competition entry/other contract means.
- General permission granted through completion of membership/competition entry/other contract where permission is included as part of the form.

Taking images in certain environments

Ratoath Tennis Club members and third-party photographers, film/videographers or other organisations must ensure that images are never taken in environments where a person has a

reasonable expectation of privacy, regardless of whether general permission has been granted. In certain cases, it may be an offence to take such images. Taking images using any type of equipment is banned in an area where people are changing or would normally expect their privacy to be recognised. Examples of such areas would include:

- Changing rooms
- Individual changing/private cubicles provided for personal use
- Toilets
- Gyms
- Medical/Physio treatment rooms

Flash photography is prohibited in an environment where any performance may be affected or there is the potential for its use to cause harm to the young person.

Types of appropriate images

Only appropriate images of individuals should be used, for example:

Specific to young people:

- Posed images such as during trophy ceremonies, presentations or team shots where young people must be wearing t-shirt and shorts/tracksuits.

For all individuals:

- Action shots of individuals where the focus is on the participation in the sport, not the player.
- “Posed” images of any format where participants are aware of image capture
- Social events where photos may not necessarily be “posed”
- General long-range shots of events and social activities
- Images of individuals should NOT be taken where the pose is inappropriate e.g. open legs; bending over from behind, or overtly focused on buttocks, breasts or genitalia

Safe use of images

Images can be taken for a variety of purposes, including for administration or personal use, publicising the sport or aiding skill development. Anyone taking images should be aware of action poses that may be inappropriate; these are not suitable for use/publication. Types of images and appropriate use:

- **Personal images** – images taken by parents/guardians or other family members during an event as a celebration of a young person’s attendance or achievement. This includes the use of a professional photographer, with permission, taking images for the personal use of those attending. Other people may be included in an image and we expect parents/guardians and other family members to respect this by not distributing images publicly.

- **Training images** – these are images or footage taken during a training session or during an event specifically to aid the young person in the development of a skill or technique. These images should be taken by a qualified coach or a person specifically appointed by the young person’s coach. These images may be used as examples of technique or mastery of a skill for teaching/coaching purposes and should not be distributed outside this specific use.
- **Media images** – these are images taken by an individual from the media, i.e. TV, newspaper, social media or professional photographer where the images are to be used for publicity or promotion of the event or future events.
- **Administration images** – these are images taken for general administration purposes; including images used for membership cards, competition entries and could also include images that form part of an archive record.

Use of images on social media

Where images of individuals are used on social media the person responsible for posting an image must be aware of the potential for an image to be used inappropriately.

The following safeguards must be in place to protect individuals:

- Personal details of a young person should not be included.
- Captions should be in keeping with the sport represented.
- The posting and any purpose should not breach the codes of conduct.
- The type of image should not breach guidance in this policy.

Storage of Images

Storage includes any image stored as a hard-copy and/or electronically as a soft copy. This includes images on social media, photographic archives, individual personal databases e.g. personal cameras, phones, etc. How personal images are stored is the responsibility of parents/guardians with their child/young person.

All other images should only be stored for defined and intended purposes e.g. membership, promotion, and/or archiving.

- If storage of images is required, the images must only be stored for the length of time for which they are needed
- If possible, avoid using the names of children, or any other identifying feature

Once images are no longer required, they must be properly destroyed. Digital images stored on computer systems need to be fully deleted, including deletion from the cache memory and/or temporary files.

Any individual has the right to request their imagery to be taken down from club social media and the Club should pursue this to the best of its ability. The storage and processing of images will be conducted in compliance with the Data Protection Act 2018.

Taking inappropriate images

If there is any concern about the nature of any image taken or shared, this should be reported to the Club Designated Liaison Person (DLP) who will refer to the statutory authorities and governance bodies. If there are concerns about the reporting line (e.g. where the DLP has a close relationship with the image taker), then the issue should be reported directly to the Chairperson or one of the Child Protection Officers as appropriate.

The concerned individual may also report their concern directly to the statutory authorities. The contact details for the statutory authority can be found in the Club's Safeguarding Policies and Procedures.

Non-authorized taking of images

If you are concerned about an individual taking images at an event this should be verbally reported to the relevant responsible person. It may be necessary to report the non-authorized taking of images to the appropriate statutory authorities. If the person is not a club member or unwilling to explain the requirement for photography, they should be asked to leave.

Inappropriate use or sharing of images

This policy applies to all imagery regardless of whether the image subjects are members of Ratoath Tennis Club. Sharing inappropriate, voyeuristic, intrusive or offensive imagery with club members, whether shown or distributed digitally, will similarly prompt required action from the Club committee. For this behaviour, it may also be necessary to report such activity to the appropriate statutory authorities. Such imagery may be in violation of the Harassment, Harmful Communications & Related Offences Act 2020 (Coco's Law).

Where there is a concern about the use of images this should be reported to the responsible person who will take appropriate action. This will include reporting the alleged use to:

- The parent/carer of any young person involved
- The person responsible for posting the image.
- The media platform i.e., X, Facebook, WhatsApp, Instagram, print media etc.
- The statutory authorities as appropriate.

Inappropriate use of images is a breach of this guidance and the code of conduct and may result in a complaint/ disciplinary procedure/suspension and/or expulsion against those involved in Ratoath Tennis Club. Where there is a concern about the publication of an image in local or national newspapers you should contact the individual newspaper or the Press Council of Ireland and the Office of the Press Ombudsman.

Committee Responsibility

Committee members, DLPs and Children's Officers should be aware of their obligations under:

- **The Criminal Justice Act 2011:** which places legal requirements on individuals to disclose information relating to potential criminal activity. The committee or designated individuals should consider legal assistance in relation to any such matters.
- **Protected Disclosures Act 2014-2022:** which is used to protect Whistleblowers and would apply to committee members, shareholders (e.g. members) and coaches within a CLG
- **Natural Justice:** where allegations of violation of this policy are made, any individuals who are facing safeguarding allegations are protected by the principles of natural justice and confidentiality. Club members should respect these principles and the confidentiality requirements around such processes and avoid seeking to pressure committee members or designated individuals for information publicly via social media or other means.

Where digital proof of such imagery is provided by a complainant or whistleblower, this imagery will be stored safely and securely in accordance with recommended advice from solicitors and authorities. It may be necessary for original proof to be stored by the complainant or whistleblower for the purpose of criminal investigation.

Mobile Devices

Mobile phones are often given to children for security, enabling parents to keep in touch and make sure they are safe. However, there is a need to encourage responsible and secure use of mobile phones by adults and Children/Young People. As a young person remember:

- If you receive an offensive photo, email or message, do not reply, save it, make a note of times and dates and tell a parent or Safeguarding Officer within the Affiliated Bodies.
- Be careful about who you give your phone number to and do not respond to unfamiliar numbers
- Consult your parent/guardian and/or safeguarding officer in cases of bullying or harassment on social media or via text
- Do not use the phone in certain locations; inappropriate use of your camera phone may cause upset or offence to another person, e.g. changing rooms
- Treat your phone as you would any other valuable item so that you guard against theft
- Ensure you have a passcode on your device

Social Media Policy

Ratoath Tennis Club is committed to providing a sport environment which is characterised by inclusiveness, fairness, effective communication and mutual respect. All members and officials should keep in mind the overall values and principles of Ratoath Tennis Club when using social media.

Purpose

This Photography, Use of Images & Social Media Policy has been developed to inform our members about using social media, so people feel enabled to participate, while being mindful of the standards expected by RTC. It is important to have practical guidelines in place and to provide

advice all our members on using and interacting with social media channels. The contents provide practical guidance to allow all parties to benefit from the use of social media, while minimising potential risks and protecting everyone involved. The policy also outlines guidelines for safe use of photographs and how this should be managed within our sports context at our events and activities.

Application

This social media policy applies to platforms including, but not limited to:

- Club's Official website
- Social networking sites (e.g. Facebook, Twitter, etc.)
- Video and photo-sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, etc.)

Use of Social Media

Ratoath Tennis Club uses interactive online social media to share information, gather feedback and create a dialogue of conversation and promote the activities of all activities within RTC. We welcome feedback and ideas from all our members and will endeavour to join the conversation where possible. However, we may not be able to reply individually to all messages or comments received. This social media policy will be revised periodically due to the changing nature of the internet.

Any of the following comments or content that include the following on Ratoath Tennis Club or Affiliated social media sites will be removed:

- Offensive or inappropriate comments
- Obscene or racist content
- Personal attacks, insults, or threatening language
- Comments that advertise commercial products or services
- Comments that suggest or encourage illegal activity