

# **AUSTRALIAN RUGBY LEAGUE**

## **IMAGES POLICY**

### **INTRODUCTION**

A high level of care needs to be exercised by clubs and associations when dealing with the issue of photo images of children.

There have been a number of instances where photos of children in sporting magazines and sporting websites have been misused and/or altered for inappropriate purposes.

Clubs and associations also need to be alive to the possibility that photo images bearing the name of the child and also identifying the club, can lead to the child being located and contacted by third parties for inappropriate purposes.

ARL urges its member clubs and associations to be aware of such risks and to take steps, where possible, to minimise those risks.

### **THIRD PARTY PHOTOGRAPHERS**

ARL recommends that steps be taken to verify that bona fides of any third party photographer wishing to take photographs of children participating in your Club or Association. Even when the bona fides are verified, ARL recommends that the third party photographer be required to complete the enclosed Authority to Photograph form, which vests all of the intellectual property in the photos directly to your Club.

### **USE OF CHILD IMAGES IN YOUR WEBSITE OR NEWSLETTERS**

It is common practice for clubs and associations to use images of participating children on the club's website and in newsletters.

ARL recommends the selection of images which are not likely to be used by others in an inappropriate manner. Wherever possible, use images which portray the children in full playing uniform.

Clubs and associations should only use images of children when so authorised by the children's parent to guardian. A sample authority form is enclosed for that purpose.

## **GENERAL CAUTION ON PERSONAL INFORMATION**

Be conscious of the possibility of the misuse of personal information such as phone numbers, addresses or names published by your club or association, especially when such information can be cross referenced to photo images naming those children appearing.

ARL recommends that only the contact details for club officials are displayed on your published material and also recommends the exercise of caution in publishing the full names of children appearing in any published material.

When publishing photo images on a website, take advice from a computer specialist to minimise the possibility of images on the website being copied and misused inappropriately.

Under no circumstances allow any photographer access to a child for personal or unsupervised photo sessions.

Where the Club is aware of upcoming exposure by the Club to newspaper or television exposure, a general caution should be issued to parents, notifying them of the media exposure and giving them the opportunity to make enquiries or objections.

## **WHAT TO DO IN THE EVENT OF A BREACH**

If you believe there has been a breach, or even a potential breach, of the Images Policy, ARL recommends that you:

- (a) provide such evidence to your local police station; and
- (b) notify ARL