



**PECSA Photo and Video
Policy**
Board of Directors
Approved 03 July, 2025
4 Pages

1. **BACKGROUND.** While photography and video can be powerful tools to celebrate achievements, build community, and promote the sport, their use must be guided by clear ethical and legal standards. The rise of smartphones, social media, and digital sharing platforms means images can be disseminated widely and rapidly—often beyond the control of families, clubs, or even the original photographer. This has introduced significant risks that must be actively managed.
2. **SCOPE.** This policy applies to all photography and video taken during PECSA-sanctioned events - practices, games, camps, tournaments-by official personnel, spectators, parents/guardians, and the media.
3. **PURPOSE.** PECSA is committed to providing a safe, respectful, and inclusive environment for all youth athletes. As part of that commitment, we have developed a Photography and Video Policy to address the growing concerns around the use, sharing, and storage of images and recordings involving children and youth in sports. **This policy is not intended to discourage families or photographers from capturing memories, but to do so without compromising others' rights or safety.** This policy is necessary to:
 - **Protect the Safety and Privacy of Children.** Not all families are comfortable with their child's image being publicly visible. In some cases, there may be child protection concerns or legal restrictions on publishing photos.
 - **Ensure Consent Is Respected.** A policy ensures that images are only taken, shared, or published with the informed consent of the child's parent or guardian—and, where appropriate, the child themselves.
 - **Create a Culture of Awareness and Accountability.** When everyone understands the expectations, it reduces the likelihood of accidental breaches and makes it easier to identify and respond to inappropriate behavior.
 - **Comply with Legal and Governing Body Guidelines.** Many provincial and national sport organizations now mandate photo policies in alignment with privacy laws and safeguarding frameworks.
4. **RISKS.** The misuse or unauthorized distribution of photos and videos can present significant risks to the safety, dignity, and privacy of young participants. The key risks include:
 - **Invasion of Privacy.** Images captured without consent can breach a child's and family's right to privacy, especially when shared publicly or used for unintended purposes.
 - **Misidentification and Exposure.** Publishing images alongside names, team affiliations, or locations can expose children to unwelcome attention, including online tracking or grooming by individuals with harmful intent.



- **Manipulation and Misuse.** Photos can be digitally altered, shared out of context, or uploaded to inappropriate platforms, including those hosting exploitative content.
 - **Bullying and Peer Harassment.** Images may be used by peers or others to bully or ridicule participants, particularly if the content is unflattering or taken without the subject's knowledge.
 - **Violation of Legal and Ethical Boundaries.** In some cases, unauthorized photography may infringe upon legal protections or child welfare guidelines, especially if it occurs in changing areas or features partial undress.
 - **Loss of Control Over Image Use.** Once shared online or through social media, families often lose control over how, where, or by whom images are viewed, distributed, or stored.
5. **RISK MITIGATION.** Avoid capturing images that could be considered inappropriate or invasive. Challenge or report any suspicious behavior or unauthorized photography to PECSA immediately. We urge all parents, coaches, and spectators to exercise discretion, follow consent protocols, and immediately report any behaviour that raises concern.
6. **OFFICIAL CLUB PHOTOGRAPHERS/VIDEOGRAPHERS.** Official photographers must register in advance with PECSA and agree on the conditions and use of their photography. Coaches will be notified in advance of official photographer attendance. Use of professional photography will be confirmed and consented to in advance.
7. **SPECTATORS AND PRIVATE PHOTOGRAPHY.** Family members may take casual photos at PECSA-sanctioned events. Only photos of their own children are permitted unless written consent has been explicitly provided by the parents or guardians of other children. If another parent does not consent, they must comply with club requests to stop photographing. PECSA will clearly communicate any area-wide restrictions on photography ahead of events.
8. **PHOTOGRAPHY GUIDELINES.** Photographs must be taken in full official game uniform attire, with a focus on activity, not individuals. To further protect the privacy and dignity of all players, photos should only be taken of players who are actively participating in the game or practice at that moment. Avoid taking images of anyone who is on the sidelines, sitting out, or not in uniform. This helps prevent unwanted or unflattering photos from being captured or shared and ensures that all images reflect a positive and respectful representation of participants.
9. **INDIVIDUAL CONSENT.** Written consent from a child's parent or legal guardian is required when someone other than the child's own family is intentionally taking, storing, or publishing images of that child. This applies to coaches, team officials, other parents, spectators, media, or club photographers.



For participants aged 12 and older, it is strongly recommended that parents discuss the implications of photo sharing with their child and seek the child's understanding and agreement before granting consent on their behalf.

10. **TEAM CONSENT.** When a volunteer or professional photographer intends to take, store, or distribute images on behalf of a team or multiple players who are not their own children, written consent must be obtained from the entire team.

If even one parent or child does not provide consent, the photographer must not intentionally capture, store, or share any images of players outside of their own family. In such cases, photography must be limited exclusively to the photographer's own child(ren).

11. **CONDITIONS OF CONSENT.** A single consent per season is sufficient, provided it clearly outlines who will be taking the images, the intended use, and where the images may be stored, shared, or published. Proof of written consent must be provided to PECSA upon request.

Consent may be withdrawn at any time. Upon receiving such a request, PECSA will take reasonable steps to stop further photography, sharing of the child's images and, where possible, remove or delete any previously shared content.

12. **GUIDANCE FOR PEER/PLAYER PHOTOGRAPHY**

- **Respect Peer Consent:** Players must ask for and receive clear consent before taking a photo or video of another player. Teammates should always feel comfortable declining to be photographed without fear of pressure or exclusion.
- **Avoid Sensitive Areas and Moments:** No photos or videos should ever be taken in locker rooms, bathrooms, or other private areas. Similarly, avoid taking photos during emotionally sensitive times, such as after an injury or upsetting loss.
- **No Public Sharing Without Consent:** Photos or videos of teammates must not be posted on social media or shared in public forums (including group chats that include non-teammates) unless consent has been given by that player's parent or guardian—and, where appropriate, the player themselves.
- **Use Technology with Supervision:** Coaches and team officials are encouraged to provide age-appropriate guidance to players around responsible phone and social media use during team events. A team environment should foster mutual respect and accountability.
- **Model Good Behavior:** Older players, especially those in leadership roles or mentoring younger teams, are expected to lead by example and uphold these standards consistently.



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13. **PUBLISHING AND ONLINE USE.** Do not publish identifying information alongside images of minors. Use only team shots or action shots where individuals can't be singled out. Live streaming is not permitted unless moderation and parental consent are ensured.
14. **STORAGE AND SECURITY.** Digital images of non-family members must be stored securely with restricted access. Any distribution of photographs or videos of a child must be shared only with that child's family and not with other parties, unless written consent is provided. Images should be deleted or destroyed once the transfer is complete.
15. **NON-COMPLIANCE.** Any misuse of images, recording devices, or failure to follow this policy - including taking photos without consent, inappropriate sharing, or ignoring restrictions - may result in disciplinary action. This can include verbal or written warnings, suspension from activities, or termination of membership from PECSA. In cases where abuse, exploitation, or child protection concerns are suspected, the matter will be escalated to the appropriate legal or child welfare authorities.
16. **APPROVAL.** This policy was approved by the PECSA Executive and is in effect as of the date of approval.

Board of Directors
Prince Edward County Soccer Association