Sport Integrity Commission Te Kahu Raunui

Taking, sharing and storing images

This guide describes safe practices when taking, sharing and storing photos and videos of children, young people and adults at risk.

Understand the risks

Most photos and videos are taken with the best intention. Sometimes though, people take or share photos or videos for negative reasons, including bullying or sexual exploitation.

It's important to get consent before taking or sharing images. Posting online can compromise privacy, potentially exposing children, young people and adults at risk to unwanted contact or attention.

Images can also be misused when publicly shared online or on social media. They can be taken out of context or altered, leading to potential harm or misrepresentation of the individuals involved.

For clubs and organisations

- Have and implement a policy for taking, sharing and storing images. It should outline requirements for appropriate and safe behaviour.

- Have guidelines specifying what is allowed when taking, sharing and storing images.

- Educate everyone, including visitors, about the potential risks around taking and sharing images. Make sure they know what's in the policy and guidelines.

- Get written consent from parents or caregivers before taking any images. Clearly explain how images are being used or shared.

- Prohibit phones, cameras and recording devices from changing rooms, bathrooms, and other private areas.

- Store images securely and limit access to authorised, safety checked people only. Have a process for deleting images when they are no longer needed.

For parents and caregivers

- Get to know the policy and guidelines at your club or organisation on taking, sharing and storing images of children, young people and adults at risk.

- Get written consent from other parents or caregivers before taking images of their children, young people and adults at risk.

- Understand the potential implications of sharing images on social media or other online platforms, and make sure you meet the policy and guidelines.

Make sure children and young people know the risks

- Discuss the risks of sharing images and personal information on the internet.

- Explain the importance of not taking or sharing images of peers in changing rooms, bathrooms and other private areas.

- Let them know they can opt out from having their image taken and or shared at any time.

- Let them know they can approach an adult they trust if they feel uncomfortable about any images taken or shared.

More information

Taking and sharing images – sportintegrity.nz