# Eastern Suburbs AFC Privacy & Media Policy

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## PRIVACY & DATA USE

By providing your personal information to ESAFC, you authorise ESAFC to collect, use and disclose your personal information in accordance with the Privacy Act 2020 and the terms set out in this policy. ESAFC is committed to ensuring your privacy is protected according to the relevant privacy legislation.

ESAFC will collect, store, and use the information about you which you provide when you register and/or provide in any other written and verbal communications with ESAFC. Please note that if you elect not to provide certain personal information to us, we may not be able to provide you with the services, products, or information you require. As part of our affiliation to NRF and New Zealand Football, your contact information may be uploaded to their database in line with all other NZ Clubs.

ESAFC collects personal information from you for the following purposes:

- Administer the sport of football
- Inform you of important football-related information or related events
- Provide you services, offers and/or communications associated with ESAFC and/or membership programmes
- Contact you (either directly or by appointing another organisation) to carry out surveys
- Track and analyse activity on our website
- Create an individual profile for you

ESAFC create the user profile so we can enhance your user experience, to understand and respect your preferences and to provide details of relevant offers and opportunities where you have agreed to receive them.

ESAFC may also be required by law to disclose information you provide. ESAFC will only make the disclosure if it believes in good faith that it is required to do so.

You have the right to ask for a copy of any personal information we hold about you, and to ask for it to be corrected if you think it is wrong. It is your responsibility to ensure that personal information you provided is correct, complete and up-to-date. However, you are entitled to access and request correction of the personal information ESAFC holds about you. You may ask for a copy, update or correct your personal information by:

- Contacting ESAFC in writing at PO Box 25453, St Heliers, Auckland, 1740
- By email at the following address admin@easternsuburbs.org.nz
- Logging into your account on ClubHub
- Or by calling 09 578 1375.

If any disclosures made by ESAFC under this policy are to organisations or commercial partners located outside of New Zealand, ESAFC will take reasonable steps to satisfy itself that they are subject to privacy laws that are safeguarded under the Privacy Act 2020.

ESAFC (or its commercial partners) may also contact you to tell you about offers and opportunities that are available by post, telephone, text/video message or by email (where required by law these marketing communications will not be sent without your consent).

ESAFC will take reasonable steps to safely and securely store your personal information against un-authorised disclosure, use, loss or other misuse. ESAFC emphasises that information sent over the internet may be unsecure, and it is your responsibility to ensure the secure transmission of your personal information to ESAFC.

In the event of a privacy breach or potential privacy breach, you should report the breach or potential breach to a member of the Club's administration team. ESAFC will review any complaint or reported breach and deal with it in the appropriate manner, getting legal advice if and when required.

## MEDIA POLICY

Capturing images and videos is a great way to celebrate achievements and promote football. Coaches use photographs and videos to assist with coaching and skill development. Consideration must be given to informed parental consent, the approval of the devices images may be taken on, and how these are stored and used.

Consent gained for photographs or video does not extend to the technology that allows capturing and sharing of images, such as via webcams or chat rooms. Advances in technology that allow us to capture digital images and videos have resulted in the reality that children and young people are at risk of abuse, bullying, cyber-bullying, and exploitation from image sharing. Their right to privacy may be breached, putting high profile or already vulnerable people at risk if not managed correctly.

Images can be shared in a click, or easily printed off, and as a result image usage comes with an obligation to ensure the rights and safety of the people captured in images are protected.

Risk in our football environments come from:

- Taking inappropriate or illegal images of children, young people, or vulnerable adults
- People taking and sharing inappropriate images of their friends or team-mates
- The image and identification of a child or young person may result in them being identified (such as adopted children), contacted, or information gained to enable grooming
- Publication or sharing of images inappropriately to exploit, embarrass or harass somebody
- Parents and caregivers may give consent, but not fully understand which device will be used, who it belongs to, or how images and recordings are shared and stored

The purpose of this policy is to provide guidance to protect and safeguard all Eastern Suburbs AFC members and coaching attendees, and to identify any breaches swiftly.

This policy applies to all staff, contractors, and volunteers providing services for or associated with Eastern Suburbs AFC. The policy applies to all children and young people who staff and regular volunteers come into contact with while carrying out their role at Eastern Suburbs AFC.

The policy includes all activities related to our community programmes, including activities which occur on the grounds of schools with school permission.

Everyone wishing to film or take photos at Eastern Suburbs AFC has a responsibility to comply with the following guidance.

## SAFE USE OF IMAGES

All staff members, contractors, and volunteers will be made aware of this policy and receive training where relevant. All players, parents, and caregivers will be made aware of this policy.

Consent is given by the player and/or their parent or guardian during the registration process via the club registration system.

As per NZ Police information, it is generally lawful to take photographs or video of people in public places. You must not film or take photos of people if they are in a place where they can expect privacy, such as a public changing room area or toilet. You must not take photo or video of people if:

- They are in a place where they would expect reasonably privacy and publication would be offensive to an objective and reasonable person
- It has potential to stop other people's use and enjoyment of the same place
- You have no legitimate reason for taking the film or photos

Do not publish photographs with the full name(s) of participants without prior consent from the player or parent/caregiver. Do not use images of participants that include detailed personal information.

Promote a culture within Eastern Suburbs AFC that the reporting of breaches of this policy is in order to keep participants safe. Consider the purpose of capturing the image – is it necessary? Does it benefit the participant or the Club?

## MINIMISING RISK

All employees, contractors, volunteers, and supporters must ensure they minimise risk to all participants by:

- Not taking photos in changing rooms, toilets, or shower areas under any circumstances
- Ensuring participants are dressed in appropriate ESAFC uniform or other related clothing that does not expose them unnecessarily
- Focusing on the activity or sport, rather than the participant where possible

Eastern Suburbs AFC will use an approved photographer to capture images who has undergone Police Vetting and is aware of our Safeguarding and Working With Children policies. Any media activities will be undertaken with supervision, and any photographer/videographer will not be left unsupervised with children or young people.

Photography/videography will occur in a football setting at all times, and outdoors where possible. In the event of an indoor media activity, one-to-one sessions will not be permitted.

It is important that all concerns or allegations related to inappropriate taking or use of images are dealt with in the same way as any other disciplinary issue. This includes concerns about professional photographs.

## RESPECTING THE RIGHTS & WISHES OF PARTICIPANTS

Prior to taking photos or videos participants must be informed and consent obtained, even if consent has been given prior. Where possible, the participant should be given the opportunity to view the image to ensure that they are happy for it to be used prior to sharing or publicising.

If a participant declines to be photographed, you must not proceed even if parental or prior consent was given.

In public spaces, it must be respected and communicated to ensure the rights of the participants are safeguarded and protected.

Full names should never appear alongside their image online, unless consent has been given by the participant and/or their parent/guardian.

Photographs or recordings must be kept secure and not shared unless for the purpose the image was taken. Photographs and recordings must only be shared with approved staff members.

Breaches relating to the storage or sharing of images and recordings must be reported to Eastern Suburbs AFC immediately.

Photographs must not be stored on personal computers, memory cards/sticks, or cellphones.