

Academy Photography

Purpose

The welfare of children and young people is the club's highest priority. Photography at Academy fixtures must always support this principle.

Approval to photograph Academy matches is strictly controlled.

Each request will be individually assessed by either one or both of the following:

- Academy Management
- Club Safeguarding Officer

Only recognised accredited media or visiting club photographers will be granted permission to operate in an official capacity at SRFC Academy games. Apply to info@shamrockrovers.ie at least a week in advance of the relevant fixture.

It is the responsibility of opposition clubs to ensure photographers operating on their behalf are compliant with best safeguarding practices.

Permission may be refused without explanation where safeguarding concerns exist.

Vetting

Where bona fide photographers require regular access to Academy activities, the club will require:

- Evidence of Garda vetting (completed only through the FAI)
- Safeguarding training (FAI Safeguarding Level 1)
- Verification of identity
- Reference checks

Consent

The club will operate in accordance with its player image consent procedures.

The club will:

- Respect parental consent preferences.
- Maintain records of players who must not be photographed.
- Inform accredited photographers of any restrictions before kick-off.

Photography Restrictions

Photographers must not:

- Photograph children in vulnerable situations.
- Focus on individual children unrelated to football activity.
- Photograph changing rooms, toilets or medical treatment.
- Request children to pose without club approval.
- Interview Academy players without permission.
- Contact Academy players directly through social media.

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Image Use

Images should:

- Be used only for legitimate editorial, sporting or club purposes.
- Avoid identifying children by personal information unless authorised.
- Not include personal data such as school names, addresses or contact details.
- Avoid images that could cause embarrassment or place a child at risk.

Social Media

Photographers must not:

- Tag Academy players in personal social media accounts.
- Publish identifying information.
- Encourage direct online interaction with Academy players.

Where practical, Academy content should be shared through official club channels.

Matchday Procedures

Before each Academy fixture:

- Accreditation confirmed.
- Restricted player list checked (where applicable).
- Photography areas confirmed.

Safeguarding Incident Reporting

Any safeguarding concerns involving photography must be reported immediately to:

- Club Safeguarding Officer
- Academy Director, or in their absence, a senior Academy coach

The club reserves the right to immediately suspend accreditation pending investigation.

Data Protection

Photographers must comply with applicable data protection legislation.

The club may request removal of images where safeguarding or legal concerns arise.

Parents:

- It is not club policy to permit a parent to act as a club photographer for the team on which their son or daughter is playing for.
- A parent operating on behalf of an approved media organisation and taking photos of the team on which their son or daughter is playing may be given permission to do so from the sideline but only on receipt of evidence that they are actually operating on behalf of that organisation and permission must be sought in advance.
- Parents taking photographs must remain behind the perimeter fence at all times; access to the pitch sidelines is not permitted.

- Parents taking photographs should not use or share such images online without having first sought permission from other parents/guardians to do so.
- The club is not responsible for any person taking photos from amongst the crowd and sharing images of academy players online.
- Parents taking photographs at a game with the intention of sharing images and videos on personal social media and other digital platforms are reminded that permission is needed from other parents and that parents with visiting clubs must be informed of the reason for taking photographs and where such photographs will be published.
- The club advises anyone who is not acting on behalf of Shamrock Rovers or an accredited media organisation or official visiting club photographer, to not take photographs of young players other than their own child or another child they have been given permission to do so by that child's parents/guardians.
- The club advises parents against sharing such images on social media and to ensure all steps are taken to avoid such images from being published on the internet.
- Young photographers seeking experience and who have been granted permission to operate at academy games should submit their work for exclusive use for Shamrock Rovers Academy social media platforms.

Zero-Tolerance

The club operates a zero-tolerance approach to behaviour that may place children at risk.

Any breach of this policy may result in:

- Immediate removal.
- Permanent withdrawal of accreditation.
- Referral to safeguarding authorities.
- Notification to relevant football governing bodies where appropriate.
- The use of professional cameras at SRFC controlled venues is prohibited without prior permission.

Signed:

Tony Cousins (Interim Academy Director)

Ciaran Kane (SRFC Safeguarding Officer)

*A printed signed version is available on request

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