

## PHOTOGRAPHY & FILMING POLICY

### 1. PURPOSE & SCOPE

- 1.1. This Photography & Filming Policy explains how BJMF Sports ("the Club") will capture, use, share and store photography and video taken:
  - at any club-run session or event world-wide (predominantly UK/EU);
  - by committee-authorized individuals, club members, spectators or external media;
  - featuring adult players, including any who may be classed as vulnerable adults under our Safeguarding Policy.
- 1.2. It applies to still images, video clips, live-streaming and any form of digital reposting.

### 2. LEGAL & REGULATORY CONTEXT

- 2.1. UK General Data Protection Regulation (UK GDPR) and Data Protection Act 2018 govern "personal data" contained in images.
- 2.2. Equality Act 2010 requires reasonable adjustments where a disability affects how someone is depicted.
- 2.3. If footage is posted on services whose servers sit outside the UK/EU, international data-transfer rules also apply.

### 3. KEY DEFINITIONS

- **Vulnerable Adult:** An individual aged 18+ who may need extra support to understand or exercise privacy rights (e.g. cognitive impairment, mental-health condition).
- **Authorised Club Photographer:** Any committee-nominated person capturing images for official use.
- **Personal Use:** Content taken by members/spectators for their own memories, shared only with friends/family or through their own personal social media.

### 4. CONSENT

- 4.1. We process imagery under the club's legitimate interest in improving play, celebrating and promoting badminton, and promoting/marketing the club.
- 4.2. If you prefer not to appear in published material, simply follow the Opt-Out steps in section 5 of this policy.
- 4.3. You may withdraw permission at any time; the committee will action your request within 48 hours.

- 4.4. Players who identify themselves as vulnerable will be added to a private no-photo list and receive extra care (e.g. no close-ups).

## 5. OPT-OUT

- 5.1. Members or visitors can:

- Verbally inform a committee member before play or attending an event organised by BJMF
- Email BJMF: [teambjmf@gmail.com](mailto:teambjmf@gmail.com)
- Where available, tick the “do not photograph” box on sign-up forms

- 5.2. The Committee will record opt-outs on a confidential list kept in the club’s Google Drive. The opt-out log may also note the remedy applied/preferred (blur, crop, restricted, removed, deleted), the date completed and the long-term preference.

- 5.3. **Remedial actions.** The Committee will make reasonable efforts to remove or reduce identifiable content (e.g. blurring, cropping, substituting silhouette overlays). When that is not feasible without significant loss of quality or context, the material will be taken offline or deleted.

## 6. WHO MAY CAPTURE IMAGES

<i>Category</i>	<i>Allowed to shoot?</i>	<i>Extra Conditions</i>
Committee-authorized photographers	Yes	Must follow this policy and may be asked to wear a “Media” lanyard or some other identifying similar.
External media / hired professionals	Yes (case-by-case)	Sign one-page agreement confirming GDPR compliance, deletion after hand-over, and no resale without consent.
Members & spectators	Yes	Must observe Courtesy Guidelines (Appendix A). The Club will not actively police personal devices but may intervene if rules are breached.

## 7. USE & PUBLICATION

- 7.1. Acceptable official uses:
- coaching analysis
  - promotional posts

- sponsorship materials
  - club-history archive
- 7.2. Internal sharing: Images may also be posted in the BJMF WhatsApp groups (invite-only). Forwarding from that group to any public channel counts as publication and must follow the rest of this section.
  - 7.3. Images must portray badminton and/or its members and guests positively and respectfully
  - 7.4. No close-ups of injuries or medical treatment without explicit written consent is allowed
  - 7.5. When communicated, committee approval may be required before publishing photos or video taken at BJMF events to public channels

## 8. STORAGE, SECURITY & RETENTION

<i>Media Type</i>	<i>Storage Location</i>	<i>Retention</i>	<i>Access</i>
Coaching clips	“Coaching” folder on club Google Drive	Review & delete after 12 months	Committee only
Promotional / archive images	“Media Library” folder	Kept indefinitely; reviewed every 5 years for relevance	Committee only

WhatsApp images are stored on individual members’ devices and WhatsApp servers (E2E-encrypted). The Club does not retain or back-up this data centrally; members should delete sensitive images if asked under section 5.

All folders are permission-restricted.

## 9. INTERNAL CHAT GROUPS (E.G. WHATSAPP)

- 9.1. BJMF internal chat groups (e.g. WhatsApp) are considered an internal, invite-only channel. Members may post session, event, or tournament photos here. Forwarding or reposting images from the group to any public platform (including, but not limited to, personal Instagram, Facebook, TikTok or other WhatsApp chats) is treated as publication under this policy and must meet all conditions in Sections 4–7.

## 10. COURTESY GUIDELINES FOR MEMBERS & SPECTATORS (APPENDIX A)

- Ask first if a player might be classed as vulnerable.
- Avoid posting images that reveal injuries or private conversations.
- Position yourself side-court or behind baseline; don’t obstruct play.
- Do not forward BJMF WhatsApp images to public socials unless you’re sure no one has opted out.

- If in doubt, speak with the committee so they can review or provide guidance.

These are courtesy guidelines, but persistent breaches may lead to you being asked not to attend any BJMF events.

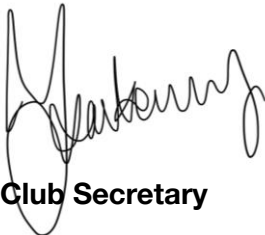
## 11. TAKEDOWN & COMPLAINTS

- 11.1. Requests can be emailed ([teambjmf@gmail.com](mailto:teambjmf@gmail.com)) or made verbally to any committee member.
- 11.2. The committee will normally acknowledge within 24 hours and act (as per 5.3) within 48 hours.

A handwritten signature in black ink that reads "Adrian Yip".

### Club Captain

Adrian YIP

A handwritten signature in black ink that reads "Zackary Yuen".

### Club Secretary

Zackary YUEN

22 July 2025