Excel Race Academy Photographic & Filming Policy

Last Reviewed: 7th October 2026
Next Review: 7th October 2027

Excel Race Academy (hereafter referred to as the "Club") is committed to promoting positive images of children and young people involved in snowsport activities. The Club recognises the value of photography and video for coaching, celebration, and promotion, and does not seek to prevent the appropriate use of photographic or video equipment by staff or parents.

The Club is also committed to ensuring the welfare and safety of all children and young people involved in snowsport and will take reasonable steps to ensure images are used appropriately and responsibly.

The Club will achieve this by:

- Recognising the importance of safeguarding children and young people when images are taken or used.
- Asking parents to indicate, via the Medical and Onboarding Form, if they consent to their child being photographed or filmed.
- Making all reasonable efforts to exclude children from photographs or videos where consent has not been given, while acknowledging that this cannot be guaranteed in all circumstances.
- Acknowledging that it is not always possible to prevent the taking of images using mobile phones or personal cameras, but taking reasonable steps to discourage photography or filming without appropriate consent.
- Informing parents that photographs and videos may be taken for coaching, promotional, publicity, and celebratory purposes related to snowsport at the Club.
- Informing parents that images may be shared on the Club's website and social media platforms for promotion, publicity, and celebration of Club activities.
- Using all photographs and videos in accordance with the Data Protection Act 2018.

- Taking all reasonable steps to ensure images are used only for their intended purpose. Any concerns about inappropriate use of images should be reported immediately to the Club Welfare Officer.
- Ensuring that any child who feels uncomfortable or has concerns about photographs or videos being taken can report this immediately to the Club Welfare Officer or, in their absence, a coach.

Signed:



Rob Bullen, *Managing Director*

Date: 07/10/2026