



Devonshire Colts
P.O. Box HM 1123
Hamilton HM FX Bermuda

DIGITAL IMAGE AND MEDIA POLICY

1. Purpose

As a registered charity, Devonshire Colts Football Club ("the Club") uses photographs and videos to celebrate achievements, promote our programs, and raise awareness of our charitable activities. This policy sets out how the Club captures, stores, and shares images and video of its members.

2. Scope

This policy applies to all members, including players, coaches, volunteers, and parents/guardians of youth members, whose images may be recorded by the Club.

3. Consent and Assumption of Risk

- By becoming a member of the Club, you consent to the Club capturing, storing, and using photographs, video, and other digital media featuring you or your child for promotional purposes.
- Promotional purposes may include, but are not limited to:
 - The Club's website and social media platforms
 - Printed and digital marketing materials
 - Local and national press releases
 - Fundraising campaigns and community engagement
- Members and parents/guardians agree to hold harmless and indemnify the Club from any claims arising out of the use of these images, provided such use is lawful and in line with this policy.

4. Opt-Out Process

- If you do not wish to have your or your child's image captured or used, you may opt out by providing written notice to the Club's administration at **[insert admin contact email/physical address]**.
 - Reasonable efforts will then be made to exclude the individual from new promotional materials. Please note that it may not be possible to remove images already published.
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5. Best Practices and Safeguards

The Club is committed to using images responsibly and in line with recognized safeguarding and data protection best practices:

- **Dignity and Respect:** Images will be used in a respectful manner that upholds the dignity of members.
 - **No Personal Information:** The Club will avoid publishing identifying personal details (such as full names, addresses, or contact information) alongside images, especially of minors.
 - **Secure Storage:** All images and media will be stored securely and only accessed by authorized Club personnel or contractors supporting Club marketing.
 - **Appropriate Content:** The Club will not use or permit the use of any images that are inappropriate, offensive, or potentially harmful to members.
 - **Third-Party Sharing:** The Club will only share images with trusted partners (e.g., local media) for promotional purposes consistent with this policy.
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6. Duration of Use

Images may be retained and used by the Club for as long as they remain relevant for promotional or archival purposes unless an opt-out request is received.

7. Policy Review

This policy will be reviewed annually to ensure it remains compliant with legal requirements, safeguarding standards, and community expectations.

Acknowledgment

By continuing membership with Devonshire Colts Football Club, you acknowledge and agree to the terms of this Digital Image and Media Policy.