

# Taking Photos and Videos: What GDPR Says for Clubs and Families



## Families at matches and meets



Families taking photos or videos for personal memories only are covered by the 'household exemption'.

These images are **outside GDPR scope** as long as they are not shared publicly or by an organisation.



## Clubs and organisations

When images or videos appear on a club's website, social media, or promotional material, **GDPR applies**.

The club becomes a data controller and is responsible for ensuring lawful use and compliance with the GDPR.



## Six legal bases

A legal basis **must** be identified before uploading or sharing images:

1. **Consent**
2. **Legitimate interest**
3. **Performance of a contract**
4. **Compliance with a legal obligation**
5. **Performing a public task**
6. **Vital interest**

### Relying on consent?

If relying on consent as the legal basis, it must be:

- **Informed:** explain the purpose, context, and who's taking the images
- **Clear:** say where the images will appear and how long they will be kept for
- **Voluntary:** consent must be freely given and can be withdrawn at any time

### Children's data protection rights

Children have their own data protection rights under the GDPR. Parents or guardians usually give consent on their behalf, but depending on the age, **children should be involved in the discussion**.

Clubs should make sure children understand how their image may be used.

### Large groups and events

Getting consent from everyone in a large group can be difficult, such as at a match or meet.

To handle this responsibly, sporting organisations should:

- ✓ **Inform** participants in advance (e.g., event notices, registration forms)
- ✓ **Display** clear signs stating photography or filming will take place
- ✓ Offer an **opt-out** option or safe area for those who do not want to be included