

# BHS Photo Guidelines

The BHS is keen to promote positive images of young people taking part in equestrian sport and is not preventing photography or videoing at events. However, organisers and club officials must ensure proper safeguards are in place and remember:

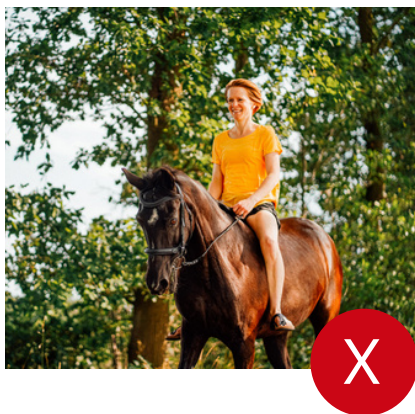
- Welfare of children is paramount
- Children and parents/carers must give permission for the images to be taken
- Children and parents/carers have the right to decide how their image is used

Report any concerns regarding inappropriate or intrusive photography to the event organiser immediately and as soon as possible to the BHS Safeguarding Team [safeguarding@bhs.org.uk](mailto:safeguarding@bhs.org.uk) or 02476 840746.

Before taking photos and videos we recommend you read the following guidance:

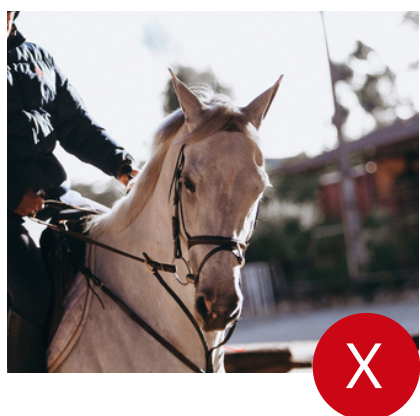
[Safeguarding Guidance: Using video and photography](#)

# BHS Photo Guidelines



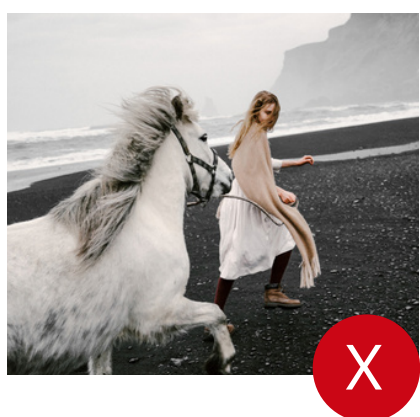
## Riding wear

- Gloves should be worn
- Suitable footwear clothing
- Chin strap not too loose or tight
- Appropriate clothing for events
- Consider if the use of spurs and/or a whip is appropriate



## Equipment & Tack

- Well-fitted tack (for example, nothing too loose/tight)
- Numnahs and saddle pads in the correct position
- Level stirrup leathers
- All rugs must fit well and are appropriate for the horse.



## Handling a horse

- Correct handler PPE
- Lead rope/reins should not be wrapped around the handler's hands or dragged on the floor
- Safe clothing (for example, no loose garments)



## Welfare

- No overweight/underweight horses
- No distressed horses
- Good pasture management depending on the time of year
- Good fencing with no barbed wire
- Good condition of feet and shoes

# BHS Photo Guidelines

Here are a few examples of images to include and images to not include.



## Whiskers

The BHS advises that sensory hairs located around the mouth, nose, eyes and inner ears are an important sensory organ for the horse and should not be removed for cosmetic purposes.



## Hi Viz

- At least one piece of Hi Viz on the rider, preferably a tabard
- At least one piece of Hi Viz on the horse, preferably on the legs
- Hi Viz can be orange, pink or yellow



## Ridden Horse

- Showing no signs of lameness
- Well-fitted tack
- Horse showing no signs of pain, stress, or fear
- Horse and rider are both fit enough for the ridden work being completed
- Is the bit appropriate?



Areas used during an outdoor event will generally be considered to be public areas, and you should be able to film or take pictures there which incidentally capture passers-by in the background, without the need to get their consent. However, you should still attempt to display an Advisory Notice for Filming/Photography. Please add at the end- A clear reporting procedure is available should a concern arise, this should be communicated to parents and children.

## Photographing and filming individuals or small groups

Consent must always be obtained from people whose images are the focus of the photograph or film. For example, an event winner being interviewed or photos of individuals being taken for a website or newsletter article.

Where a photograph or film involves individuals other than the main subject, then in some circumstances their consent will also be needed. To ensure compliance:

- Ensure all those involved are happy to be photographed or filmed and understand how the images/film will be used and for what purpose
- If you don't have a consent section on the event booking form, or people can sign up for the event on the day: get all individuals to complete a consent form, (you may need to adapt it for your particular purpose)
- Obtain permission from the parent or guardian of any under 18s are involved (See Children's consent form)
- Only images of suitably dressed riders should be used (focus on the activity not a particular child; avoid full face and body shots)
- Group Photos: It should be noted that responsible newspapers/publications are now publishing the names of children in group photography in alphabetical order, not in the traditional "left to right" way, therefore making identification harder. Event organisers should adopt this practice when dealing with all publicity.

## Good Practice

- Display a warning notice to flag up that photography or filming is going to be taking place
- Verbally tell all those present that you will be photographing or filming in the group, before starting to do so, so that any individuals who wish to opt out may leave or move to the back, if appropriate
- Offer the individuals present in the audience the opportunity to sit/stand/ride somewhere where they are not being filmed

# Information About Your Personal Data

## Filming/Photography

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You are consenting to ..... (fill in with APC/centre name) using images of yourself, or any minors for whom you are responsible, caught in video recordings, and/or photographs, taken/recorded on.

.....

(Name)

.....

(Date)

.....

(Location)

for use in

### **General Publicity - Website/Social Media**

These images may be used for marketing and publicity-related purposes as an APC and used in other publications and I understand that they may be published on ..... (fill in the website address) and on the following social media profiles ..... (fill in social profiles).

# Consent form for filming / photography child under 18 years of age

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Child's Name .....

Age .....

Parent/Guardian's Name .....

APC Name .....

I hereby consent to ..... using images/audio/video of my above-named child, taken on ..... [insert date] at ..... [insert location] for use in general publicity and promotion. This includes but is not limited to: marketing and PR materials / website / social media platforms / printed publications.

I understand that:

- the images/audio/video will be held in accordance with the relevant Data Protection legislation;
- that the images/audio of my child captured in the video recordings and/or photographs will be the copyright of the Accredited Professional Coach and any other intellectual property which arises in the recordings will also belong to the Accredited Professional Coach;
- that the images/audio of my child captured in the video recordings and/or photographs will be the copyright of the Accredited Professional Coach and any other intellectual property which arises in the recordings will also belong to the Accredited Professional Coach.

Signed by Parent.....

Date.....

Address.....

Signed by child.....

# Consent Form For Filming/Photography

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Print Name .....

Are you over 18?.....

APC name .....

I hereby consent to ..... using images / audio / video of me, taken on ..... [insert date] at .....[insert location] for use in general publicity and promotion. This includes but is not limited to: marketing and PR materials / website / social media platforms / printed publications.

I understand that:

- the images/audio/video will be held in accordance with the relevant Data Protection legislation;
- that the images/audio of myself captured in the video recordings and/or photographs will be the copyright of the Accredited Professional Coach and any other intellectual property which arises in the recordings will also belong to the Accredited Professional Coach;
- the Accredited Professional Coach may keep & use these images until I tell to stop using my images at any time, in which case they will not be used in future publications but may continue to appear in publications already in circulation.

Signed..... Date .....

Address .....