



**NORTH SHORE BRASS INC.**  
 PO Box 100-265  
 North Shore Mail Centre  
 Auckland  
 New Zealand  
[www.northshorebrass.org](http://www.northshorebrass.org)  
 Charity # CC 28334

**BAND ROOM LOCATION**  
 13a Taharoto Road  
 Takapuna

## FILMING POLICY

### Policy Background

Capturing images and videos of the bands practicing and playing is a great way of celebrating achievements and promoting the activity, however consideration must be given to informed parental consent, the approval of the device's images may be taken on, and how these are stored and used. Consent gained for photographs, or video does not extend to the technology that allows capturing and sharing of images such as via webcams and chat rooms.

Advances in technology that allow us to capture digital images and videos have resulted in the reality that young people are at risk of abuse, bullying, or exploitation from image sharing. Their right to privacy may be breached, putting high profile or already vulnerable young people at risk if not managed correctly.

Images can be shared in a click, or easily printed off and as a result image usage comes with an obligation to ensure the rights and safety of the children and young people captured in images are protected.

The risk comes from:

- Taking inappropriate or illegal images of children and young people.
- Children and young people taking and sharing inappropriate images of their friends and band-mates.
- The image and identification of the child or young person in the wording relating to the image may result in them being identified (such as adopted children), contacted or information gained to enable grooming, either face-to-face or via a social media platform.
- Publication or sharing of images inappropriately to exploit, embarrass or harass children and young people.
- Parents and caregivers may give consent but not fully understand which device will be used, who it belongs to, how images and recordings are shared and stored.

### Policy Purpose

The purpose of the policy is to provide guidance to protect and safeguard children and young people and identify any breaches swiftly.

### Policy Scope

This policy applies to all personnel providing services for or associated with North Shore Brass including but not limited to players and members, employees, volunteers, contractors, and third-party vendors.

Everyone wishing to film or take photos of children and young people at North Shore Brass has a responsibility to comply with the following guidance.

## **Safe Use of Images of Children And Young People**

- All staff members, contractors and volunteers will be made aware of this policy and receive training.
- All children, young people, parents, caregivers and whānau will be made aware of this policy.
- Ensure parental/caregiver/whānau consent is obtained via North Shore Brass Consent Form
- Verbal consent alone must not be accepted under any circumstance.
- If parental consent is not given, inform approved photographers and staff of any children and young people who must not be photographed.
- Do not publish photographs with the full name(s) of children and young people unless you have written parental consent and you have informed the children, young people, parents, or caregivers and whānau how the photograph will be used.
- Do not use images of children and young people and detailed personal information in publications, including websites or blogs.
- Promote a culture within North Shore Brass that the reporting of breaches of this policy by staff and volunteers is in order to keep children and young people safe.
- Consider the purpose of capturing the image. Is it necessary? Does it benefit the child or young person or North Shore Brass? Could a file image or illustration be used?

## **Minimising The Risk**

- Photography in changing rooms and toilets is not allowed under any circumstances.
- Images should focus on the activity, rather than individual children and young people where possible.
- North Shore Brass will use an approved photographer to capture images.
- Ensure the approved photographer has a copy of this policy and provide the photographer on the day with a copy of this policy.
- Check the photographer's identity, the legitimacy of their role, and the purpose and use of the images to be taken.
- Inform parents or caregivers prior to the event that an approved professional photographer will be in attendance.
- Do not permit unsupervised access to children or young people.
- Do not permit one-to-one photo sessions.
- Do not permit photo sessions away from event/band rehearsals – for instance, at a young person's home.

## **Respecting The Rights and Wishes of The Child or Young Person**

- Inform children and young people prior to the event that an approved photographer will be in attendance. Ask for their consent for photos to be taken.
- Inform children and young people of this policy and safe working practices related to this policy to enable them to alert North Shore Brass of any breaches.
- At the time, prior to capturing the image or recording, obtain verbal consent from the child or young person to ensure they are happy to proceed, even if parental consent was obtained.

- Explain to the child or young person the purpose of capturing the image and how it will be used and stored.
- Offer to show the child or young person the image to ensure they are happy for it to be used prior to sharing or publicising.
- If they decline, do not proceed, even if a parental consent form is signed.
- In situations when parental consent is not given, it must be respected and communicated with staff members to ensure the rights of the child are safeguarded and protected.
- Full names of children and young people should never appear alongside their image on any organisations' social media platforms.

### **Storage And Sharing of Images**

- Photographs or recordings of children and young people must be kept secure and not shared unless for the purpose the image was taken in accordance with the signed parental consent form.
- Photographs and recordings must only be shared with approved staff members, e.g. the person responsible for marketing, social media or newsletters.
- Breaches related to the storage and sharing of images and recordings must be reported to North Shore Brass Child Protection Office (CPO) immediately.

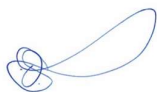
### **Responding To Complaints and Concerns**

- It is important that concerns or allegations related to inappropriate taking or use of images of children and young people are dealt with in the same way as any other child-protection issue. This includes concerns about professional photographers.
- Always consult with your CPO and follow the North Shore Brass Child Protection Policy.

### **Approved by:**

Owen Melhuish – North Shore Brass  
President

Signed:



Date

**21<sup>st</sup> June 2024**

to be reviewed June 2025

*All images and video footage will be held adhering to the Privacy Act 2020 and will securely be held and used solely for North Shore Brass Inc.*