



## **LIVESTREAM BROADCASTING POLICY**

### **Introduction**

With the introduction of the Pixelot system all clubs will have the ability to film, live stream and upload game material. No club is to publish any material of a person under the age of 18 if they have been advised that there is a child with a safeguarding protection need taking part in that game without the express permission of all teams involved. Clubs may upload those games to secure locations for training purposes only which must not be shared outside of the club.

‘Livestreaming’ relates to the live broadcast of video images via the internet. In the context of Ice Hockey, this will typically relate to games being broadcast online. Whilst the EIHA recognises the value of this in allowing wider audiences to engage with our sport, we also have a duty of care to highlight and manage the risks this media presents to children and vulnerable adults who are participating in Ice Hockey.

Some children, parents or carers may not be comfortable with images of themselves or their children being shared. For example, if a child and their family have experienced abuse they may worry about the perpetrator tracing them online. Or those who choose not to have contact with some members of their family for whatever reason may decide to minimise their online presence.

It is also important to be aware of child protection and safeguarding issues when people are taking photos or filming at events. The potential for misuse of images can be reduced if organisations are aware of the potential dangers and put appropriate measures in place. Live streams, in particular, can be both unpredictable and hard to moderate.

Whereas you may be able to manage photography, when it comes to one individual declining consent, a live stream cannot be edited or filtered to avoid an individual and therefore livestreaming cannot go ahead without the consent of the parent/carer of every child taking part.

The EIHA gratefully acknowledges the resources for best practice made available by the NSPCC’s Child Protection in Sport Unit.

## **Principles**

- The interests and welfare of children taking part in sporting activities is paramount.
- Children and their parents/carers have a right to decide whether their images are taken, and how these may be used.
- Children and their parents/carers must provide written consent for their images to be taken and used.
- Consent is only meaningful when children and their parents/carers understand the nature of potential risks associated with the intended type, use and distribution of the images.

## **What are the potential risks associated with filming or photographing children?**

- The identity / whereabouts of a child or family being traced by someone they wish to avoid contact with for any reason.
- Images which are shared online being altered and/or misused by unknown people who gain access to them.
- Images which are shared online being used to identify and groom children / families for abuse or exploitation.

## **How can we minimise these risks?**

### **In advance of the live streaming event**

- The host club must inform opponents at least 5 days in advance that they wish to live stream or upload for public viewing their match.
- The host club are responsible for ensuring the visiting team are aware of the intention to live stream. Clubs should complete and send the EIHA Live Streaming Consent part 1 to outline the details of the live stream proposal. This will enable their opponents to check that consent will be given by all members of their team and to inform the host club of any objections.
- Written consent must be obtained from the parent/guardian/carer of all children, young people, or vulnerable adults who are to be filmed.
- Written consent must also be obtained from anyone in your recording that is not part of a crowd and is easily recognisable, such as the match officials.

If **any** individual in these groups refuse to consent, the live stream cannot go ahead.

Live streaming means that you are not able to edit/review your video content before it is uploaded. Live streaming can therefore be both unpredictable and hard to moderate. In some instances, it can lead to accidentally sharing more information than you intended. Clubs should be aware that their safeguarding responsibilities require them to ensure adequate privacy protections are in place to keep content safe from exploitation or sharing and to remove inappropriate content or messaging.

At the start of the season the club should choose a live streaming platform that will be used to stream games, in order that the person responsible can familiarise themselves with the platform to understand how it works, how it is set up and what security/privacy

settings can be placed on the stream. You should always ensure that you can prevent your streams from being distributed or embedded.

It would be best practice to put up posters around the venue to make the spectators aware that live streaming will be taking place. This does not need to be detailed but should make spectators aware if the crowd might feature on the livestream, and who to speak to about any concerns. Clubs may also wish to consider setting up a separate seating area for people who do not wish to be filmed.

### **During the event**

- The live stream will need to be monitored throughout its whole duration.
- The live stream should be stopped immediately in the event of the welfare of any child, young person or vulnerable adult is put at risk. This would include audible bad language, abuse or fights.
- Comments and use of the stream should also be monitored and any individual blocked or banned if inappropriate comments/use are made.

### ***Don't stream for longer than needed***

- Streaming should only begin a maximum of 5 minutes before the game faces off. This helps to prevent individuals getting hold of the stream and distributing it in unauthorised ways before the event starts.

### ***Be prepared to take the live stream down***

- Being prepared to take the stream down at any minute is vital. If the moderator identifies any inappropriate use of the feed or feels that the welfare of the individuals involved is at risk, they must stop the stream immediately.

### ***Focus on the game itself and not the individuals***

- The footage should be of the overall game itself and not be singling out individuals throughout the whole game. Keeping the stream as general as possible helps in protecting children, young people, and adults at risk from unwanted attention which can lead to them to be easily identified by individuals who may wish to harm them or identify them outside of the event.

### **After the event**

#### ***Ensure the stream has ended***

- Those managing the live stream must double check that it has actually ended. This avoids the risk of unintended or inappropriate footage being streamed.

#### ***Remove/Send/Download/Post the live stream***

Depending on what has been indicated on the live stream consent form, the Club should take the appropriate steps to comply with the agreement.

**Remove** – The club has stated that it will remove the live stream totally and keep the footage private after it this has been done.

**Send** – The club has obtained consent of everyone involved to share the recording with the individuals that were involved within the live stream, such as the players and coaches, to use in coaching or team development.

**Download** – The club has obtained consent of everyone involved to download the video and keep the footage on file for future use.

**Post** – The club has obtained the consent of everyone involved to post the video on more platforms than it was streamed on (e.g. a club's YouTube channel). The EIHA does not recommend posting livestream footage to internet platforms due to the more permanent nature of this, and the increased potential for misuse. In particular this may give adults intent on grooming and abuse the opportunity to study the footage and identify potential victims.

It can be difficult to keep ownership or control of a video once it has been posted on the internet. The video may be copied or reposted without your knowledge and it can then become difficult to remove every copy online. Along with other social media platforms, YouTube has a private messaging function where users can send each other messages and videos.

### ***Take statistics from the live stream***

Depending on your live streaming platform you may be able to take some statistics from the live stream such as:

- Overall number of viewers.
- How long the viewers watched for.
- Location of the viewers.
- Gender and age of the viewers.
- Any noticeable trends and reactions to the stream.

Taking these statistics can provide you with some great insight into the stream and may assist you in improving your live streaming in the future.

### **Poor safeguarding practice**

With any form of photography, video and use of images there is always an inherent risk when children, young people or adults at risk are involved. Being aware of poor practice when it comes to photography, images, video, and live streaming will aid you in being able to spot it and change it instead of not being aware of being unsure and it is going ahead improperly.

### **Focusing on individuals**

The EIHA Guide for Using Images of People (2015) guidance notes that including a child's personal information – such as the name on their shirt- alongside their general image can make them identifiable. Therefore focusing on specific individuals for long

periods of time can lead to them becoming vulnerable to individuals looking to locate, contact or 'groom' children for abuse.

The focus on the team and the game is paramount to safe live streaming.

### **Never live stream from private areas**

Live streaming should always take place in a public area. It shouldn't take place from any private areas within a facility such as a meeting room or the changing rooms. Keeping the stream set on the game and in the main venue allows for transparency and adhering to best practice when it comes to photography, video and images of children or vulnerable adults.

### **Too much information on the live stream**

Other details identifying the sports organisation, team or club, can be used to groom a child or vulnerable adult. Advertising alongside the live stream the venue name, team names, individuals' names involved in the game can potentially lead to individuals being identified by unwanted individuals e.g. an estranged parent due to previous concerns about domestic violence.

### **Leaving the stream unattended or not monitored**

Leaving the stream unattended or not monitored allows for standards to drop, inappropriate behaviour to creep into the live stream and potential unsuitable use of the live stream. Having it monitored and attended ensures that standards of practice around the live stream are kept high, the use of the stream is used for its intended purpose and if there is any inappropriate behaviour or misuse occurring it can be addressed swiftly.

### **Penalties for non-compliance**

It is essential that all affiliated Junior Ice Hockey Clubs follow the requirements listed in this Policy if they are considering introducing live streaming to EIHA Junior Section league games or other competitive tournaments.

Failure to comply with this EIHA Policy will result in the following penalties being applied:

- For live streaming a EIHA Junior Section game when consent has not been requested or has not been given by all participants – the match will be forfeited and the game points will be awarded to the visiting team. The EIHA will take immediate disciplinary action against the responsible Club Official(s) to reflect the serious nature of the violation.
- For persistent non-compliance – In addition to immediate disciplinary action against the responsible Club Official(s), the offending Club may also be subject to a 10 point deduction for each of their registered Junior League teams.