



Accredited Photographer Code of Conduct

28 June to 3 July 2022

The following document details a formal code of conduct on behalf of Henley Royal Regatta to ensure the highest standards of press photography are adhered to during the week of Regatta and by accepting this badge, you are agreeing to be bound by this Code of Conduct.

Accredited photographers operate as trustees of Henley Royal Regatta. Therefore the primary role of photographers is to report visually on the significant events that take place during the week of Regatta, whilst maintaining a faithful and comprehensive depiction of the subject at hand. The following code is intended to promote the highest quality in all forms of visual journalism and to ensure widespread stakeholder confidence in accredited photographers on site. To that end, the Stewards of Henley Royal Regatta set forth the following code of conduct to which accredited photographers are accountable for upholding.

- 1)** Be accurate and comprehensive in the representation of subjects.
- 2)** Resist being manipulated by staged photo opportunities.
- 3)** Provide context when photographing or recording subjects.
- 4)** Competitors should not be filmed or photographed in any 'competitor only' areas.
- 5)** Treat all subjects with respect and dignity. Competitors should be photographed or filmed in suitable dress (racing uniform should be worn correctly, i.e. with their tops pulled up).
- 6)** While photographing subjects, do not intentionally contribute to: alter, or seek to alter, or influence events.
- 7)** Editing should maintain the integrity of the photographic images' content and context.
- 8)** Do not pay sources or subjects or reward them materially for information or participation.
- 9)** Do not accept gifts, favours, or compensation from those who might seek to influence coverage.
- 10)** Do not intentionally sabotage the efforts of other photographers or journalists.
- 11)** Strive to be unobtrusive and humble in dealing with subjects.
- 12)** When confronted with situations in which the proper action is not clear, seek the advice of the Press Officer.
- 13)** If you suspect another photographer of taking photographs for an inappropriate use you should report him or her to the Event Welfare Officer, Police or the on site HRR Press Officer.
- 14)** Make sure that you take your audience and purpose into proper consideration when publishing any photographic / film material.
- 15)** During the course of the Regatta, photos must not be used for any other purpose than press publication and any content captured must be made available to the appropriate athlete, parent or guardian on request.
- 16)** You must ensure that the visual contents or captions of a photo cannot be used as means of identifying children. This includes names, addresses or any other unnecessary information, which could be used to trace the child. Ensure that this information is withheld in all reproductions.

For further information, please contact the Press Officers – Sabina Mollart Rogerson on 07922 140 148 or Anna Wemyss on 07852 100 464 or via press@hrr.co.uk.