



Biathlon 4 All & International Biathlon Day

Photo Consent Guidelines

Photo Consent Guidelines

To ensure compliance with GDPR and uphold child safeguarding standards, event organisers must apply clear and consistent rules when photographing participants – especially children. The approach differs slightly depending on the event setting and national regulations. Below are two standard scenarios and the recommended practices for each.

1. Competitions & Challenges

(Structured participation with registration)

In competitions or organised challenges, participants are typically registered in advance and/or undergo an accreditation process. This provides a controlled and reliable way to manage data protection and photography consent.

Key Principle: Consent is collected proactively during registration.

Implementation:

Registration forms must include a dedicated photography consent section, clearly explaining:

- That photos and videos will be taken
- The purposes (e.g. promotion, reporting, social media, federation communication)
- Where the content may appear (websites, social media, partner channels)
- That photos and materials may also be shared with third organisations (e.g., International Biathlon Union (IBU) for international communication and promotional purposes)
- The participant's rights (withdrawal, deletion requests)

For minors, consent must be obtained from a parent or legal guardian. Where appropriate, children should also be informed in an age-appropriate way. Provide clear instructions:

- Maintain a participant list with consent status accessible to event staff and photographers
- Use visual identifiers if needed (e.g. bib markings, wristbands) for participants who have opted out
- Ensure photographers are briefed in advance on restrictions



2. Try-out Zones & Open Activities

(Public, informal participation without registration)

Try-out zones are typically open, dynamic environments where participants may join spontaneously. In these cases, collecting individual consent in advance is often not practical.

Key Principle: Transparency and visibility replace individual pre-collected consent.

Implementation:

Place large, clearly visible signs at all entrances and throughout the area stating:

- That photography and filming are taking place
- The purpose of use (e.g. event promotion, communication)
- Where content may be published
- That photos and materials may also be shared with third organisations (e.g., International Biathlon Union (IBU) for international communication and promotional purposes)
- Contact information for questions or requests

Messaging should be:

- Simple and easy to understand
- Visible to both adults and children
- Available in relevant languages where appropriate

Example sign content

“Photos and videos are being taken at this event and may be used for communication and promotional purposes (e.g. website, social media, and shared with the International Biathlon Union (IBU) for international promotion). If you do not wish to appear, please inform our staff.”

Additional safeguards

Provide an easy opt-out mechanism, such as:

- Speaking to event staff
- Avoiding certain marked areas

Instruct photographers to:

- Avoid close-up portraits of children without explicit permission

- Focus on group shots and general atmosphere
- Respect any objections immediately

Photo consent signage

To support your communication onsite, we have prepared printable templates available for download. Please adapt them to the local contexts and translate in local languages:

- [A1 frame \(also printable in A2/A3 format\)](#)

Important note: Event organisers must consult their local authorities and applicable national data protection regulations to ensure that all mandatory information is included on photography notices and data protection signage.

