



Dear Parents/Guardians,

Thanks to a generous contribution from a sponsor, Shepshed Dynamo Youth and Junior have recently acquired two VEO (<https://www.veo.co/>) video cameras, which enables us to record and analyse several matches per age group per year. The cameras and software are used by National Teams, Professional Clubs, Academies and amateur clubs alike. As a club we have given a lot of consideration to safeguarding concerns over both the videoing of children, and the perception that this type of analysis could add pressure to the players.

To alleviate any concerns, we are keen to ensure that we do not take the fun out of playing for and representing Shepshed Dynamo Y&J. We have drafted a Coaches Charter to agree that footage will primarily be used as a coaching tool for the coaches, and in some instances used as a visual teaching aid for the players. Coaches may share footage with parents/guardians with the explicit condition that footage is not forwarded on to anybody else. We have also agreed that should there be a member of a team that doesn't want to be filmed then we will of course accept and respect that decision. A review of VEO usage has also been added as a standing item on all future committee meetings.

An example of the footage can be seen in the picture below.



When carrying out our due diligence we noted concerns over some of the terms and conditions that were included with the subscriptions regarding the potential sharing of video footage.

For full disclosure, in their terms and conditions (<https://www.veo.co/en-gb/terms>) section 7 mentions that the company will effectively own any footage taken and they have the ability to use that footage in any marketing or promotional activity that they wish to.

Even though this wording is standard with the T&C's for all forms of social media etc, as a club we were slightly uncomfortable with this, so we consulted with a solicitor for legal advice. We subsequently contacted the manufacturer directly to clarify our position before proceeding with the product. We are now happy that, whilst there may be a very small chance that our footage could be used, to comply with GDPR and PECR regulations the company would have to notify us first, and give us the opportunity to flag any individuals with protected characteristics that would restrict their use of the footage.

We are asking all parents and indeed all players to opt in or out of the usage of the cameras and will plan our usage accordingly.

Best wishes

Dave Willmore

Chairman, Shepshed Dynamo Youth and Junior FC

For and on behalf of the Shepshed Dynamo Youth and Junior Committee.

Please fill out the consent form here:

[Consent Form](#)