



Hayes (Kent) Cricket Club Limited

Photography, Filming and Social media broadcast

March 2020

Hayes (Kent) Cricket Club Limited (“the Club”) wishes to ensure photography and video footage taken within cricket is done so appropriately.

We do not wish to prevent parents and carers from taking pictures of, or filming, their children. These are normal family practices and help mark milestones in a child’s life. The introduction of proportionate controls on the use of photographic equipment (including mobile phones) is part of the general safeguarding good practice at the Club.

For the avoidance of doubt, these guidelines also apply to live broadcasts on social media or other platforms.

As with all personal data which the Club processes, any images or film clips will only be processed by the Club in accordance with GDPR principles, and other relevant legislation.

Every individual associated with the Club should remain vigilant at all times to guard against inappropriate photography or filming of children. Be aware that some people may use sporting events as an opportunity to take inappropriate photographs or films of children. These individuals could attend the local cricket club allowing people to presume they are related to a child involved. Any concerns during an event should be reported to a club official or organiser, who should approach the individual concerned wherever possible.

It is also possible that if a picture and name (or other identifying information) is placed in social media, the local paper, the club website etc, the information could be used inappropriately. For this reason, the Club follows the ECB’s guidance that a child’s picture and name should not appear together. We also request that all parents and carers follow these same principals.

The Club’s guiding principles

The following principles apply to all members, team managers, coaches, volunteers, parents, carers, event managers and anyone associated with the running of cricket at the Club. They must be followed at all times during matches, training sessions and on other club occasions:

- Photographs/images are not to be taken at matches or training without the prior permission of the parents/carers of the child. This permission can be given by proxy by the coach of each team only after parental consent for this has been granted. The coach must arrange this prior to attending matches. Consent may be obtained as part of the annual signing on process.

- If no consent has been given for a child, then it is to be made known to the relevant person of the other team (e.g. coach/ team manager) so the appropriate person/s taking photographs for the other team is/are aware and can avoid taking photographs of that particular child.
- The children should be informed that a person will be taking photographs.
- The children should be informed that if they have concerns, they can report these to the coach or team manager.
- Concerns regarding inappropriate, or intrusive, photography should be reported to the Club Welfare Officer and recorded in the same manner as any other child protection or safeguarding concern.
- It is recommended that for cricket tournaments/festivals/events/competitions a camera registration book is set up for parents to complete.
- The following guidelines should be followed by all when using images of children (for example on the web, in the media or in league handbooks), including broadcast on social media platforms:
 - Ask for parental permission to use the child's image. Where possible, show the image to the parents and child in advance. This ensures that they are aware of the way the image will be used to represent cricket and the Club.
 - Ask for the child's permission to use their image. This ensures they are aware of the way the image is to be used to represent cricket and the Club.
 - If the cricketer is named, avoid using their photograph.
 - If a photograph is used, avoid naming the child.
 - Only use images of children in appropriate kit, to reduce the risk of inappropriate use, and to provide positive images of the children.
- Encourage the reporting of inappropriate use of images of children. If you are concerned, report your concerns to the County or the Club Welfare Officer.

Using video as a coaching aid:

Video footage may be used as part of the Club's coaching programme. Material taken in connection with coaching, must be stored securely and deleted or destroyed when a parent requests this, or when the material is no longer needed.

The parents/carers and children must provide written consent for the use of photography and video analysis. Consent may be obtained as part of the annual signing on process.