



Hayes (Kent) Cricket Club Limited

Photography, Filming and Social Media Policy

Original: March 2020 — Reviewed and updated: April 2026

Review due: April 2028

Hayes (Kent) Cricket Club Limited (“the Club”) wishes to ensure that photography, video filming and social media activity involving Club members – particularly children – is conducted appropriately and in accordance with current safeguarding good practice and data protection law.

The Club does 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. However, proportionate controls on the use of photographic and recording equipment (including mobile phones) are an important part of the Club’s safeguarding responsibilities.

These guidelines apply to all photography, filming and live streaming, including broadcasts on social media platforms such as Instagram, TikTok, YouTube, Facebook and X (formerly Twitter). They apply to all members, team managers, coaches, volunteers, parents, carers, event managers and anyone associated with the running of cricket at the Club.

All images and film clips processed by the Club will be handled in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Club’s Privacy Notice.

1. Consent

- Photographs or video recordings of children must not be taken at matches, training sessions or club events without the prior written consent of the child’s parent or carer.
- Consent may be obtained as part of the annual membership signing-on process. Where a child does not have consent recorded, this must be communicated to all relevant coaches, team managers and photographers before the event.
- Where a child is present from a visiting club, the same consent principles apply. Coaches must liaise with their opposing counterpart to ensure no images are taken of children without consent.
- Children must be informed when photography or filming is taking place and must be made aware that they can raise concerns with their coach or team manager.
- Consent for use of images in coaching (video analysis) must be obtained separately in writing and may not be assumed from general photography consent.

2. Use of Images

- If a child's image is to be used publicly – for example on the Club website, social media, in the local press or in league handbooks – specific permission must be obtained from the parent or carer and, where appropriate, from the child.
- A child's name and photograph must not appear together in any public-facing publication or on social media. Either the name or the image may be used, but not both.
- Only images of children in appropriate cricket kit should be used in Club publications or on social media, to reduce the risk of inappropriate use and to promote positive imagery.
- Encourage the reporting of inappropriate use of images of children. If concerned, report to the Club Safeguarding Officer.

3. Safeguarding Awareness

- Every member and visitor associated with the Club should remain vigilant at all times to guard against inappropriate photography or filming of children. Be aware that some individuals may attend cricket events in order to take inappropriate photographs or footage of children.
- Any person attending the Club who takes photographs or films in a way that causes concern should be approached by a Club Official. Any concerns must be reported to the Club Safeguarding Officer and recorded as a safeguarding concern.
- It is recommended that a camera registration book or consent log is maintained at cricket tournaments, festivals and multi-club events.

4. Social Media and Live Streaming

- Live streaming of matches or training sessions on social media platforms (including Instagram Live, TikTok Live, YouTube, Facebook Live and X) is subject to the same consent requirements as photography. Live streaming of juniors without consent is not permitted.
- Members and parents are reminded that once an image or video is shared on social media, it may be redistributed beyond the intended audience and may be difficult or impossible to remove. Members should exercise caution and good judgement at all times.
- The Club's Social Media, Text and Email Policy should be read alongside this document.

5. Coaching Video Analysis

- Video footage used as a coaching aid must be stored securely, used only for the agreed coaching purpose, and deleted or destroyed when no longer needed or when requested by the parent or carer.

- Parents/carers and junior members must provide written consent for the use of video analysis before filming begins. Consent may be obtained as part of the annual signing-on process.
- Coaching video material must not be shared on social media or used in any public-facing context without separate, specific consent.

6. Mobile Phones in Changing Rooms

- Mobile phones and any devices with camera or recording capability must not be used in changing rooms under any circumstances. This applies to all members, parents, coaches, officials and visitors. See the Changing Rooms and Showering Facility Policy for full details.

7. Reporting Concerns

- Any concern about inappropriate photography, filming or use of images must be reported immediately to the Club Safeguarding Officer.
- Where a concern may constitute a criminal offence – for example the making or distribution of indecent images of children – the police must be contacted immediately. Do not attempt to investigate such matters independently.

Reviewed April 2026. Updated to reference UK GDPR and Data Protection Act 2018, to expand social media platform guidance to include TikTok, YouTube and X (formerly Twitter), and to add live streaming provisions in line with the Online Safety Act 2023. Review due April 2028.