



Photography, Filming and Media broadcast policy and guidelines

Actonians Cricket Club (The Club) is committed to ensuring all children (all persons under the age of 18) participating in cricket have a safe and positive experience.

The Club is keen to promote positive images of children playing cricket and is not preventing the use of photographic or videoing equipment. Photographs are considered 'personal data' in terms of the Data Protection Act. Depending on the circumstance, consent from both the child and parent/carer should be sought before capturing, sharing or publishing images where a child can be identified, including posting on the club's website etc. In addition, as with all personal data processed, it should be processed in accordance with the principles laid out in the Data Protection Act, and other relevant legislation and guidance.

The Club is aware that some people may use sporting events as an opportunity to take inappropriate photographs or film footage of children. By adopting this Photography, Filming and Social media broadcast policy the club recognises the need for vigilance. Individuals could attend any cricket club allowing others to presume they are related to a child involved. Any concerns during an event should be reported to a club official or event organiser. It is also possible that if a picture and name was placed in the local paper, the club website etc.; the information could be used inappropriately. For this reason, a child's picture and name should not appear together.

There may be other reasons why individuals may not wish their child's photograph to be taken by someone they do not know personally, for example, estranged parents looking to gain access to a child, or families that have fled abusive situations. Parents / carers must be offered the opportunity to withhold consent for photographs / filming of their child. The Club applies the following policy and guidance relating to the use of cameras during matches, training sessions and on other club occasions.

Photographs

- Photographs/images are not to be taken at matches or training without the prior consent 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.
- If no consent has been given for a child in club membership documentation, 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 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 Safeguarding Officer.

Broadcasts and Social Media

The Club will adhere to the appropriate guidelines relating to publishing of images as detailed below, including the use of images of children, for example on the web, in the media or in league handbooks, and in broadcasts on social media platforms:

- Ask for parental permission to use the child's image and, wherever 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 (training or competition), 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. Any concerns must be reported to the County or Club Safeguarding Office.

Videos

- The Club will not prevent club coaches using video equipment as a legitimate coaching aid.
- The parents/carers and children must provide written consent for the use of photography and video analysis.
- If coaches intend to use video as a coaching aid, players, children and parents/carers must be made aware that this is part of the coaching programme.
- Any material recorded must be deleted or destroyed when it is no longer needed or at the request of the parent/carer.