



SHROPSHIRE COUNTY CRICKET CLUB

Photography, Filming and Social Media broadcast Guidelines

We wish to ensure photography and video footage taken within cricket is done so appropriately.

Parents and carers should not be prevented from taking pictures of or filming their children. These are normal family practices and help mark milestone in a child's life. The introduction of proportionate controls on the use of photographic equipment (cameras, and videos, including mobile devices) is part of general safeguarding good practice in a club.

Please remember that photographs are considered 'personal data' in terms of the Data Protection Act. Depending on the circumstance, consent from either the child, adult, or both 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 we process, it should be processed in accordance with the principles laid out in the Data Protection Act, and other relevant legislation and guidance.

Be aware that some people may use sporting events as an opportunity to take inappropriate photographs or film footage of children. All clubs should be vigilant about this. 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 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, the ECB guidance is that 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.



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Photographs/images at training and matches:

- Photographs/images are not to be taken at matches or training without the prior permission of the parents/carers of the child.
- If no consent has been given for a child on the player profile form, 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 and recorded in the same manner as any other child protection or safeguarding concern

Photographs/images for promotional purposes:

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. If you are concerned, report your concerns to the Club Safeguarding Officer

Using Video as a coaching aid:

Players and parents/carers should be aware that this is part of the coaching programme, and 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 must provide written consent for the use of photography and video analysis