



Photography, Filming and Social Media Broadcast Policy

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

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

Please remember that photographs or film are considered "personal data" in terms of the General Data Protection Regulations and should be processed accordingly. As such consent from either the child, adult or both should be sought before capturing, sharing or publishing images where a child can be identified.

The ECB is keen to promote positive images of children playing cricket and is not preventing the use of photographic or other equipment. All clubs should, though, be vigilant to the opportunity that arises to take inappropriate footage of children at sporting events and any concerns arising should be reported to a club official or event organiser. ECB guidance is that a child's image and name should not appear together.

The coach / manager / captain will arrange parental consent before attending matches and will seek permission from the opposition coach. If consent has not been given on the membership form for a specific child, this will be made known to the relevant persons for both teams so they can avoid taking photographs of that particular child.

Where possible the image will be shown to the parents and child in advance so they are aware of how it will be used.

Images will only be used of children in the appropriate kit to reduce the risk of inappropriate use.

The reporting of inappropriate use of images of children is encouraged and you should inform your child that they can report any concerns to the coach or team manager.

Images taken in connection with training or to promote the club will be stored securely and deleted when no longer required or when requested by a parent.