 

WORLINGWORTH CRICKET CLUB

Photography, Film, Social Media and Broadcast Policy

**General Guidance**

These guidelines apply to photos, film and live broadcasts on social media, other platforms or in print.

The Club is keen to promote positive images of children playing cricket and does not want to prevent the use of photographic or videoing equipment. We want to encourage parents and carers to take pictures of, or film, their children playing cricket, however the club needs to ensure proportionate controls on the use of cameras and videos, including mobile phones, are in place to protect our junior members. That is the purpose of this policy.

Photographs are considered ‘personal data’ in terms of the Data Protection Act and will be processed in accordance with the Data Protection Act.

Coaches, managers and club officials must be aware that some people may use sporting events as an opportunity to take inappropriate photographs or film footage of children. Any concerns during an event should be reported to a club official or event organiser.

**Guidance for Managers, Coaches and Other Club Officers on General Use Of Photographs and Film**

**Parental consent:** All parents and carers will be offered the opportunity to withhold consent for photographs / filming of their child as part of the registration process at the start of each season. Children aged 12 to 17 years will also be offered the opportunity to withhold consent.

**At training and matches:** Photographs/images may 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 once parental consent for this has been granted at registration. The coach/manager must ensure they are aware of any children who cannot be photographed prior to attending matches. This information will be held on the club junior register.

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 team manager will inform children if a person will be taking photographs for club use. The children should be informed that if they have concerns about photos/filming 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 will be recorded in the same manner as any other child protection or safeguarding concern.

**Use of images of children (for example on the web, in the media or in club publications), including broadcast on social media platform**

Anyone wishing to publish film/images must:

• Ask for parental permission to use the child’s image and, wherever possible, show the image to the parents and child in advance.

• Ask for the child’s permission to use their image.

• If the cricketer is named in a post or article, the club will not also publish their photograph or image; if an image is used, the club will avoid naming the child

• The club will only use images of children in appropriate kit (training or competition), to provide positive images of the children and reduce the risk of inappropriate use

• If any person has concerns about an image they should report it immediately to the County or Club Welfare Officer

**Using video as a coaching aid**

The club supports club coaches using video equipment as a legitimate coaching aid.

* Coaches must ensure that players and parents/carers are aware that this is part of the coaching programme.
* Coaches are responsible for securely storing 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.

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