

Photography, Filming and social media broadcasting

Long Melford Cricket Club

Meeting Field
Long Melford
Suffolk
CO10 9JZ



POLICY NAME	Photography, Filming and social media broadcasting		
EFFECTIVE DATE	1/3/2022	DATE OF LAST REVISION	
ADMINISTRATOR RESPONSIBLE	Committee		
		VERSION NO.	1

VERSION HISTORY				
VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR

INTRODUCTION

LMCC is keen to promote positive images of children playing cricket and is not preventing the use of photographic or videoing equipment.

Please remember that photographs are considered 'personal data' in terms of Data Protection. 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 you process, it should be processed in accordance with GDPR principles, 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 organizer, who should approach the individual concerned whenever possible.

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 ALWAYS be offered the opportunity to withhold consent for photographs/ filming of their child.

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

- Photographs/images are 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 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, 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 welfare officer, or county safeguarding officer and be recorded in the same manner as any other child protection or safeguarding concern.
- It is recommended that cricket tournaments/ festivals/events/ competitions set up a camera registration book for parents to complete.

Use of images of children (for example on the web, in the media or in league handbooks), including broadcasting on social media platforms:

- Parental permission must be obtained to use the child's image and wherever possible, the image must be shown to the parents and child in advance. This will ensure that they are aware of the way the image will be used to represent cricket and the club.
- A child's permission must be sought 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, 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 welfare officer.

Using video as coaching aid.

There is no intention on the part of the ECB to prevent club coaches using video equipment as a legitimate coaching aid.

However, 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 and children must provide written consent for the use of photography and video analysis.

Live Streaming:

- Long Melford Cricket clubs nominated person is Phillip King (phillipwking97@gmail.com). This person is responsible for the Streams, Photos and Recordings.
- LMCC will need to ensure that no unofficial photographs or recordings are made or streamed by players, umpires, scorers or anyone else and for compliance with the LMCC policies, League policies (where applicable) and the law.

Declaration for live streaming

- I understand that Long Melford CC may make a Live Stream / take Audio Visual Materials of Matches. I understand that cricket is a team game and that, when I attend the Match which is being recorded it may be unavoidable for me to feature in the recording.
- If I do not give consent for the use of my image or voice to be used as described in this Consent Form, I acknowledge that Long Melford CC will try to avoid taking any specific images or recordings or camera shots of me and, where that is not reasonably feasible, they will obscure or crop my image in any publication and will not use my voice in any published materials.
- I understand that, by being recorded, I may acquire some rights such as copyright, performing rights or moral rights in the Live Stream / Audio Visual Materials that feature me but I agree that those rights will belong to Long Melford CC and/or that I am waiving them in favour of Long Melford CC and/or the sponsors of the club so that they can use the Live Stream / Audio Visual Materials as described to me in this Consent Form.
- I understand that once the Live Stream / Audio Visual Materials are in the public domain, Long Melford CC will not have any control over any unauthorised third party or any use of them.
- I understand that I do not have to give my consent to the Live Stream / Audio Visual Materials that feature me, but that, if I do, I will be agreeing to the Live Stream / Audio Visual Materials being used for the Agreed Purposes.
- I acknowledge that if I make a live stream or take Audio Visual Materials at the Match, which include other people, it is my responsibility to get all necessary permissions before posting them on social media or sharing those live streams or Audio-Visual Materials. If any person attends the Match with me, I will explain to them that the same responsibility applies to them.
- Important. Please be aware, if you consent to the Live Stream / Audio Visual Materials which feature you, they may be used in every possible media such as on websites, in advertising / marketing materials, in broadcasts, in training materials, in stadium promotions, in printed publications and communications, and on social media channels. If you have any concerns, please contact Shelley Davey, club welfare officer.

BREACH OF POLICY

If there is a breach of the policy or you feel there has been please contact the club welfare officer -Shelley Davey jsidavey27@gmail.com, as soon as possible.

If you are found to be in breach of this policy this will be investigated by either your club's welfare officer, county welfare officer, or ECB safeguarding team. You will also be asked not to attend the club until this matter is resolved.