

BELBROUGHTON CRICKET CLUB

PHOTOGRAPHY, FILMING & SOCIAL MEDIA

BROADCAST POLICY



This policy reflects the ECB's overarching wish to ensure photography and video footage taken within cricket is done appropriately and the ECB's guidelines regarding cricket clubs having proportionate controls on the use of photographic equipment including cameras, videos and mobile phones as part of its general safeguarding good practice.

Members and Guests of Belbroughton Cricket Club ("the Club") are required to comply with the provisions of this policy and any subsequent updated version as may be in force from time to time.

By their presence at the Club's ground or premises or at Club events or activities Members and Guests are deemed to have accepted and agreed to comply with the provisions of this policy and any other codes of conduct, rules or regulations the Club has adopted.

For the purposes of this policy the term "Members and Guests" include all members, officers and volunteers of the Club, all guests of such members, officers or volunteers and all individuals, including parents or family members of any player who is younger than 18 of any visiting team, who watch, attend, participate or officiate in any match hosted by the Club in whatever capacity.

Please remember that photographs are "personal data" under the General Data Protection Regulation ("GDPR"). For the avoidance of doubt this policy also applies to live broadcasts on social media or other platforms.

Members and Guests are required to comply with the following:

- Photographs/images must not be taken at matches, training sessions or any Club event or activities 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 consent from the parent/carer has been given. The coach must arrange this prior to the relevant match, session, event or activities
- If no consent has been given by the parent/carer for a child, then this should be made known to the relevant person, including the relevant person of the other team(s), so that any person(s) taking photographs or video footage is/are aware and avoid taking photographs and or video footage of the particular child
- Children attending the Club's ground, premises, event or activities should be informed a person will be taking photographs or video footage and that if they or their parent/carer have concerns, they can report these to the coach or team manager
- Any concerns regarding inappropriate or intrusive photography or filming should be reported to the Club's Safeguarding Officer or an officer of the Club who should then report the matter to the Club's Safeguarding Officer. The Club's Safeguarding Officer will record any such reported concern in the same manner as any other child protection or safeguarding concern

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- If any person wishes to take photographs or video footage at any Club cricket tournament, cricket festival, cricket match or event, he/she must complete the **Club's camera registration book**
- In respect of any photograph, video footage or image captured by any person which is "personal data":
 - a) consent from the relevant parent/carer should be obtained before capturing, sharing or publishing the image or other personal data where a child can be identified including posting on any website; and
 - b) such personal data shall be processed in accordance with the GDPR and all other applicable laws

Members and Guests are also required to comply with the following relating to publishing of images of children when used on any website, in any broadcast on any social media platform, in the media or in any printed material:

- The permission of the parent/carer should be obtained to use the child's image and the child's image should be shown to the parent/carer in advance to ensure the parent/carer is aware of the way the image will be used
- If the child is named, no photograph or other image should be used
- If a photograph or other image is used, the child should not be named
- Only take and use images of children in appropriate cricket clothing (e.g. training or match kit) to minimise the risk of inappropriate use and only use positive images of the children
- Please report inappropriate use of images of children and report your concerns to the Club's Safeguarding Officer or the Worcestershire County Welfare Officer
- If any coach or other individual wishes to take video footage as a legitimate coaching aid, players and the parent/carer of such players should be informed that this is part of cricket club's coaching programme, the written consent of the parent/carer must be obtained for the use of such video footage and any material taken in such circumstances must be stored securely and deleted or destroyed when the parent/carer of the child in question requests this or when such material is no longer reasonably needed.