

Falkland Cricket Club: Policy and Guidance on Taking and Using Photos and Videos

Reviewed and approved by Falkland CC Trustees May 2025

General Principles:

- Falkland CC (the club) is transparent in its use of photo and video images, explaining why we take them and how they're used.
- The club obtains appropriate consent to take and use photos and videos.
- The club provides a choice, acknowledging without prejudice those who might choose not to have images taken, and will take reasonable steps to accommodate this choice.
- Any images taken will only be for positive reasons, to celebrate success and to promote the club and its members in a favourable way.

Note re Under-18s (subsequently referred to in this Policy as Juniors) playing in open-age matches

This policy and guidance note relates to safeguarding all Juniors in all Falkland CC activities, even when those Juniors are participating in open-age matches and activities.

Other relevant policies

This policy is to be used in conjunction with the ECB's guidance on social media usage and other relevant safeguarding policies which can be found on the club website, in the Information area.

Although separate to this policy, please note that Falkland CC operates a Livestream Policy for those who are playing open-age cricket, where matches may be livestreamed. Permissions and information relating to this are gathered prior to playing in these matches where relevant. This policy can be found on the club website, in the Information area.

Photos and videos are data and, where captured by or on behalf of the club, are subject to the club Privacy and GDPR Statement, found on the club website in the Information area.

Points of contact for queries

Although all members are responsible for upholding the General Principles above, any queries relating to Juniors that can't be answered by coaches, team managers or other appropriate volunteers should be reported to the club Safeguarding Officer(s) safeguarding@falklandcc.co.uk

Why do Falkland CC take photos or videos?

- For a coach to show a player what's happening and how they might improve. Images and videos are also useful to demonstrate change and progression in the player following this advice.
- In the shorter term, to celebrate successes at the club, in all levels, sections and age groups.
- In the longer term, to keep a record of important days, events and achievements within the long history of Falkland CC.
- To promote activities at the club, to grow awareness of cricket and Falkland CC amongst relevant stakeholders and interest groups outside the club.
- Occasionally it might be helpful to supply an image to a sponsor for their use in promoting their association with good things at Falkland CC (this will only be done following permission obtained from the member - or parent/guardian, where the player is a Junior - to use a specific image where they appear significantly in that image).

Safeguarding and other assurances

All members of Falkland CC should be aware that the use of photos or videos could have the *potential* to cause stress or embarrassment for some subjects. All members should do everything possible to ensure that any media use relating to activities at Falkland CC is for positive reasons and remains positive from the perspective of the subject.

All members should be aware that some who appear in images might not wish for their image to be circulated on social media. For advice, please refer to the ECB's guidance on social media usage.

Where coaches might take appropriate photos or videos to aid the development of players' technique (see 'General Advice' below), the permission of the player must be obtained beforehand and the coach must clearly explain the purpose. Coaches are subject to the ECB's 'Coaches Code of Conduct' and in line with this must always convey a relationship with the player that is only professional in type.

Members are reminded that should they have any suggestions, concerns or queries about obtaining and using images, the appropriate route where Juniors are involved is via a club Safeguarding Officer safeguarding@falkland.co.uk.

Consent

For Juniors, consent (or otherwise) is obtained from parents/guardians at the start of each season via a yes/no question on the Family Membership Form, where all relevant policies, including this one, for the gathering and use of images, are highlighted and made available. Parents are welcome to say 'no' to this question and the club will do all that is reasonably practical to ensure that they and their child can continue to participate in all activities without prejudice.

Further considerations for non-players and spectators

Photos and videos of Juniors are an important part of celebrating successes and good times during their cricketing journey, as well as providing a record of years playing cricket. The club encourages parents and other appropriate adults to take photos and videos for these reasons and for personal, family use.

Spectators taking photos must be reminded that the pictures are only for use on private social media channels with appropriately managed privacy settings, and that images should be posted only if they show images of no children other than their own. Should an image show any children other than their own, the permission of the guardians of those children must be obtained before the images are posted on any social media sites.

General Advice on appropriately capturing and using images of Juniors

- **Inform parents or carers** – As a volunteer from the club, or someone appointed by the club, who is taking photos or videos of Juniors, ensure that parents of all Juniors who might be involved are suitably informed beforehand.
- **Parent/carer consent** – Check that the parents of Juniors of whom you are taking images have previously given consent, via the Family Membership Form, for images to be taken. The relevant age-group manager should have this information.
- **Inform the Juniors** – In a manner appropriate to the situation, clearly inform all Juniors involved that you/another appropriate person will be taking photos or videos during the match/session/event. In large group events, the photographer should wear clothing (eg a florescent bib) that causes them to be obvious to the Juniors.
- **Where taking photos or videos as a coaching aid** – where practical, use a camera or phone that belongs to the Junior, rather than the coach. This may not be practical if photos or videos are being taken of multiple children in a session, or where specialist videography features are being used.
- **Ask over 16s for consent** – As well as informing parents, ask for consent from all over-16s before their image is captured, and explain how it might be used.
- **Using names and images** – In any report or write-up, use only first names of Juniors as a matter of course. Where there might be a case to combine a full name with an image, first request permission from parents.
- **Clothing** – In order to capture and use images that are and remain positive, only capture images of Juniors that are wearing full and appropriate dress for cricket.
- **Location** – Only take photos or videos of Junior cricketers in a public area where you can be clearly seen by other appropriate adults.
- **Social media and privacy settings** – Although the images you take should only be for positive reasons, always be mindful of the potential negative consequences of posting images on social media. If 'tagging' is used, only do so with careful prior consideration. If necessary, refer to the ECB's guidance on social media use for advice.
- **Spectators** – Make reasonable attempts to avoid capturing images of spectators or those outside cricket activities and/or make reasonable efforts to inform them in advance that photography will be occurring.

Dealing with queries or complaints

- All members are required to undertake their best endeavors to comply with the General Principles outlined above. If this is the case then any problems should be foreseen and/or managed.

- **However, where there might be reasons to raise concerns and complaints** please speak immediately with a team manager who will calmly ask for the perpetrator to desist. If there is any doubt, or further investigation is needed, please do contact a club Safeguarding Officer at the earliest opportunity safeguarding@falklandcc.co.uk. If it is more appropriate to make a phone call for more immediate response, contact details can be found in the Information/Safeguarding section of the club website. It may be necessary to gather a full report of incidences in the same manner as for any other safeguarding concern. ***Remember - if you are wondering whether it should be reported, it probably should be reported.***