



Berkswell CC - Photography and Video Footage Policy

Parents and carers are not be prevented from taking pictures of, or filming, their children. However, as a cricket club we need to have proportionate controls on the use of photographic equipment (cameras and videos, including mobile phones).

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

Berkswell CC are keen to promote positive images of children playing cricket and is not preventing the use of photographic or videoing equipment. However, photographs are considered 'personal data' in terms of the Data Protection Act 2018.

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.

Berkswell CC acknowledge that not all photography or film footage is taken for legitimate reasons and some people may use sporting events as an opportunity to take inappropriate photographs or film footage of children.

Berkswell CC are vigilant about this and take reasonable steps to ensure people taking photographs etc are related to a child involved. If parents /carers have any concerns during an event they should report this to a club official or event organiser.

It is also possible that if a picture and name was placed in the local paper, published via Social Media, or the club website etc., the information could be used inappropriately.

For this reason, Berkswell CC will not use a child's picture and full name together when publishing information.

Parents are also able to withhold their permission for their child's photograph to be taken by club representatives by indicating this on the membership form.

Berkswell CC adopt the following principles:

- Photographs/images are not to be taken at matches or training without the prior permission of the parents/carers of the child. This permission is usually granted by completing an online membership form and agreeing to a specific clause providing consent.
- Where consent is withheld, managers are made aware of this and will refrain from taking photographs/images of that child.
- If consent is withheld, then this will also be communicated 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 and recorded in the same manner as any other child protection or safeguarding concern
- Berkswell CC adhere to the following guidelines relating to publishing of images of children (for example on the web, in the media or in league handbooks), including broadcast on social
- media platforms:
 - We ask for parental permission to use the child's image and, wherever possible, show the image to the parents and child in advance. This ensures that they are aware of the way the image will be used
 - to represent cricket and the club.
- If a photograph is used, we avoid naming the child in full.
- We only use images of children in appropriate kit (training or competition), to reduce the risk of inappropriate use, and to provide positive images of the children.
- We encourage the reporting of inappropriate use of images of children. If you are concerned, report your concerns to the County or one of our Club Welfare Officer.

Whilst Berkswell CC do not regularly use video as a coaching aid, if we do, we will do the following:

- Notify parents/carers that this is part of the coaching programme, and material taken in connection with coaching is stored securely and deleted or destroyed when a parent requests this, or when the material is no longer needed.