

## Photography and Video Policy

### **Purpose**

WBCC is keen to promote positive images of children playing cricket. However, the club recognises that photographs are considered to be 'personal data' under the Data Protection Act. Unfortunately, some people use sporting events as an opportunity to take inappropriate photos or film footage of children. Such people may attend the local cricket club allowing people to presume that they related to one of the children involved.

There are other reasons why parents may not want their child's photograph to be taken by someone they do not know for example estranged parents looking to gain access to a child or families that may have fled abusive situations. The club therefore strongly believes that parents/ carers must be offered the opportunity to withhold consent for photographs or filming of their child.

### **Our Policy**

- Photographs/ images of children cannot be taken at matches or practice sessions without the prior permission of the parent or carer
- All coaches/ captains/ team managers should be aware of any children in the team where such permission has not been granted
- If no consent has been given on the player profile form then coaches/ captains and team managers must be informed. If the team is at an away fixture then the host club must also be made aware of the situation
- Children should be informed that photographs or video is to be taken
- The children should be informed that if they have concerns they can report these to the coach or team manager/ captain
- 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

Use of images of children on the club website, in the media or league handbooks

- Parental permission must be obtained prior to the image being used and the images shown to the parents and child first so that they can understand the context in which the image will be used
- The child's permission should also be obtained so that they can understand how the image is to be used to represent the club and cricket
- If a cricketer is named, no image should be used
- If an image is used, the child should not be named
- Only images of children in the appropriate kit will be used

- Any inappropriate use of images will be reported to the Club Welfare Officer
- Where video is used as a coaching aid it must be stored securely and deleted or destroyed when a parent requests it or when the material is no longer required
- Parents should provide consent via the player registration form