



Essex County Cricket Club on Photography and Video Camera Guidelines

Essex County Cricket Club 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. These are normal family practices and help mark milestones in a child's life. The introduction of proportionate controls on the use of photographic equipment (cameras, and videos, including mobile phones) is part of general safeguarding good practice in a club.

All clubs, and leagues, must read the guidelines below and create a policy from this guidance that is manageable within their own environments.

The Essex County Cricket Board 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 the Data Protection Act. 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 the principles laid out in the Data Protection Act, and other relevant legislation and guidance.

- 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 on the player profile form, 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 and 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.
- It is recommended that all cricket clubs as well as tournament/festival/event organisers adhere to the appropriate guidelines relating to publishing of images as detailed below.



Essex County Cricket Club on Photography and Video Camera Guidelines

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

- 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.
- Ask for the child's permission 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 (training or competition), 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 County or Club Welfare Officer.

Using video as a 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

