



West Essex Cricket Club Photography & Filming Policy



West Essex Cricket Club promotes the appropriate use of photography and filming of children participating in cricket, however, it's important to be aware of the potential child protection and safeguarding issues that arise when people take photos or film children in relation to sporting activities. The potential for misuse of images can be reduced if we are all aware of the potential risks and dangers and put appropriate measures in place to reduce these risks.

Potential Risks:

- ❖ Children may be identifiable when a photograph is shared with personal information
- ❖ Direct and indirect risks to children and young people when photographs are shared on websites and in publications with personal information that may identify and locate the child
- ❖ Inappropriate photographs or recorded images of children
- ❖ Inappropriate use, adaptation or copying of images

The following guiding principles from the ECB Photography and Video Camera Guidelines will be implemented by West Essex Cricket Club

1. 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 will arrange this prior to attending matches.
2. If no consent has been given for a child on the player registration & consent form, then it is to be made known to the relevant person of the other team (e.g. Coach/Team manager) so that the appropriate person/s taking photos for the other team is aware and can avoid taking photos of that particular child.
3. The children should be informed that a person will be taking photographs.
4. The children should be informed that if they have concerns they can report these to the Coach or Team Manager.
5. Concerns regarding inappropriate or intrusive photography should be reported to the West Essex Cricket Club Child Welfare Officer (**Colin Baxter**), and recorded in the same manner as any other child protection concern.
6. It is recommended that at cricket tournaments/festivals/events/competitions that a camera registration book is set up for adults to complete before taking photographs.

The following guiding principles will be adopted for the publishing of images:

1. Ask for parental permission to use their 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.
2. Ask for the child's permission to use their image. This ensures that they are aware of the way the image will be used to represent cricket and West Essex Cricket Club.



3. If the player is named, avoid using their photograph. In cases where the player, parent / carers wish for the player's name and photograph to be used, direct written consent will be required for each publication.
4. If the photograph is used, avoid naming the child. In cases where the player, parent / carers wish for the player's name and photograph to be used, direct written consent will be required for each publication.
5. Don't use player profiles with pictures and detailed personal information on websites. In cases where the player, parent / carers wish for the player's name and photograph to be used, direct written consent will be required for each publication.
6. Don't use an image for something other than that what it was initially intended and agreed.
7. Don't allow images to be recorded in changing rooms, showers or toilets. This includes the use of mobile phones that record images.
8. Focus on the activity rather than the individual.
9. 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.
10. Aim to take pictures which represent the broad range of youngsters participating safely in cricket e.g. boys and girls, disabled people, ethnic minority communities.
11. Encourage the reporting of inappropriate use of images of children to West Essex Cricket Club Child Welfare Officer (**Colin Baxter**), or County Welfare Officer and/or the ECB Child Protection Team.

Using video as a coaching aid:

West Essex Cricket Club may use video equipment as a coaching aid as and when appropriate. Players and parents/carers may view the footage and know that the material taken in connection with coaching will be stored securely and will be deleted / destroyed upon requests, or when the material is no longer needed.

Only coaches who are qualified are permitted to use video analysis when coaching on behalf of West Essex Cricket Club or when coaching West Essex Cricket juniors.

All players and their parents / carers will be asked each year to either; accept and adhere to the above policy in their registration process or to not accept the policy to refuse any use of photography in their cricket while playing at West Essex Cricket Club.

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