



Photography, Filming and Social media Policy

The ECB is keen to promote positive images of children playing cricket and is not preventing the use of photographic or videoing equipment.

- 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 County Safeguarding Officer and recorded in the same manner as any other child protection or safeguarding concern

Use of images of children (for example on the internet and in print media) including broadcast on social media platforms:

- Ask for parental permission to use the child's image.
- 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 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 Safeguarding 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