

Photography

The aim of this policy is to provide procedures and practical guidance for all Club employees, agents, volunteers, and other professionals and partners/carers working alongside the programme to safeguard children.

Introduction

The programme is keen to promote the use of positive images of its participants playing cricket. It is not preventing the use of photographic or videoing equipment but will need to ensure there is appropriate use content and use of imagery.

Permission for all photographs where a child can be identified, including posting of the programme's website or social medias needs to be obtained. In addition, as well as all personal data it should be processed in accordance with **GDPR** principles, and other relevant legislation and guidance.

The programme must always offer Parents/Carers or participants (18+) the opportunity to withdraw consent for photographs/filming of their child. Although permission is sought during the induction process, there may be times when additional conformation is required.

Considerations to ensure everyone's safety

Photographs/images are not taken at matches or training without the prior permission of the parents/carers of the child.

Participants who do not give permission for photographs to be taken should be kept away from any general filming of photos in a group situation.

1. The children should be informed that if they have concerns, they can report these to the coach or any staff member
2. Concerns regarding inappropriate or intrusive photography should be reported to the programme's Safeguarding lead and recorded in the same manner as any other child protection and or safeguarding concern
3. It is recommended that at Cricket tournaments/ festivals/ events

Considerations of use of images of children across social media

- Ask for parental permission to use a participant's image and wherever possible show the image to the parents and participants in advance. This ensures that they are aware of the way the image will be used to represent cricket and the programme
- If the photograph is used, avoid using the full name of the child
- Don't use player profiles with pictures and detailed personal information on websites
- Don't use an image for something other than what it was initially intended and agreed
- Don't allow images to be recorded in changing rooms, showers or toilets-this includes the use of mobile phones that record images.
- Focus on the activity rather than the individual
- Only use images of children in appropriate kit (training or competition), to reduce the risk of using inappropriate use, and to provide positive images of the children
- Encourage the reporting of inappropriate use of images of children to the Safeguarding Officer and or the cricket regulator

Using Video as a coaching aid

There is no intention on the part of the programme to prevent staff using video equipment as a legitimate coaching aid. However, participants and parents/carers should be aware that this is part of the coaching programme. The 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.

Information

1. It's not an offence to take appropriate photographs in a public place even if asked not to do so.
2. No one has the right to decide who can and cannot take images on public land
3. If you have serious concerns about a possible child protection issue relating to the recording of images then call the police, this action should only be taken where you believe that someone may be acting unlawfully or putting a child at risk

4. If you are commissioning professional photographers or inviting the press to cover a Cricket activity, ensure you and they are clear about each other's expectations. Best practice to plan and communicate early on
 - Provide a clear brief about what is considered appropriate in terms of content and behaviour
 - Inform them of the programmes commitment to safeguarding children and young people and establish who will hold the recorded images and what they intend to do with them
 - Issue the professional photographer with identification, which must be always worn
 - Inform participants and parents/carers prior to the event that a professional photographer will be in attendance and ensure you have established permission

Sports organisations and clubs' benefit from using images of young participants to promote and celebrate activities, events, and competitions. Some coaches also find it helpful to use photographs or videos as a tool to support a young athlete's skills development. However, the use of photos and videos on websites and social media, and in posters, the press or other publications, can pose direct and indirect risks to children and young people if not managed correctly.

The programme will ensure parental permission for all photography is sought, and take storage and privacy considerations and additional concerns about talented young athletes into account.

Minimising the risks

- think carefully before using any images showing children and young people on your website, social media or other publications
- choose images that present the activity in a positive light, and promote the best aspects of the sport and programme
- don't supply full names of children along with the images, unless:
 - it's considered necessary – such as for elite young athletes
 - it's in the child's best interests
 - the child and parent have consented
- only use images of children in suitable clothing, including recommended safety kit

- avoid images and camera angles that may be more prone to misinterpretation or misuse than others
- provide coaches with training with clear guidelines by which they are required to comply, including: use of the images, consents, and retention, safe storage and confidentiality

Using official or professional photographers

You should establish and clarify many of these points as part of the commissioning or contracting process:

- inform parents and children that a photographer will be in attendance
- ensure parents and children consent to both the taking and publication of films or photos
- check the photographer's identity, the validity of their role, and the purpose and use of the images to be taken
- provide the photographer with a clear brief about what is considered appropriate in terms of image content and their behaviour
- clarify areas where all photography is prohibited (toilets, changing areas, first aid areas, and so on)
- inform the photographer about how to identify and avoid taking images of children without the required parental consent for photography
- don't allow unsupervised access to children or one-to-one photo sessions at events
- don't allow photo sessions away from the event, for instance at a young person's home
- clarify issues about ownership of and access to all images, and for how long they'll be retained and/or used

Responding to concerns

All Staff, volunteers, children and parents should be informed that if they have any concerns regarding inappropriate or intrusive photography (in terms of the way, by whom, or where photography is being undertaken), these should be reported to the event organiser or member of staff

There must be a safeguarding procedure in place to ensure that reported concerns are dealt with in the same way as any other child-protection issue.

Ensure that your club or event organiser, or lead child protection or safeguarding officer is informed. Concerns about professional photographers should also be reported to their employers.

If there are concerns or suspicions about potentially criminal behaviour this should include referral to the police.

General images of events

At many events, organisers will wish to take wide-angle, more general images of the event, the site, opening and closing ceremonies, and so on.

It's usually not reasonable, practical or proportionate to secure consent for every participating child to take such images, or to preclude such photography based on the concerns of a small number of parents.

In these circumstances, organisers should make clear to all participants and parents that these kinds of images will be taken, and for what purposes.

What to do when parental consent is not given

The programme has a responsibility to put in place arrangements to ensure that any official or professional photographers can identify (or be informed about) which children should not be subject to close-up photography.

Some suggestions are:

- providing some type of recognisable badge, sticker or wrist band
- a system for the photographer to check with the activity organiser to ensure it's clear which groups or individuals should not feature in images

Secure storage of images

Images or video recordings of children must be kept securely:

- electronic images should be in a protected folder with restricted access
- images should not be stored on unencrypted portable equipment such as laptops, memory sticks or mobile phones

Avoid using any personal equipment to take photos and recordings of children, use only cameras or devices belonging to the programme

If you're storing and using photographs to identify children and adults for official purposes – such as identity cards – ensure you comply with the legal requirements for handling personal information. For guidance on the Data Protection Act and other privacy regulations, visit the **Information commissioner's office (ICO)** website.

As young athletes progress up the competitive ladder, their sporting success can lead to an increased public profile.

In these cases, some aspects of our guidance around the use of images and publishing identifying information are neither practical nor desirable. However, the programme should retain their duty of care and a responsibility to safeguard them. It's important that good-practice guidance regarding supervision and the nature and use of images is still applied. In addition, parents/carers and media representatives need to be clear about appropriate arrangements and ground rules for interviews, and for filming and photo sessions.

Unfortunately, some people may use sporting events as an opportunity to take inappropriate photographs or film footage of children. All Staff should be vigilant about this. These individuals could attend our venues allowing people to presume they are related to a child involved. Any concerns during an event should be reported to staff, the club official or the event organiser, who should approach the individual concerned wherever possible.

Policy updated by the Safeguarding lead Georgina Mackenzie November 2025