

SVCC Photography Policy

SVCC wishes to ensure photography and video footage taken within cricket is done so appropriately.

Parents and carers will not be prevented from taking pictures of, or filming, their children, these are normal family practices. 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 the club. For the avoidance of doubt, this policy also applies to live broadcasts on social media or other platforms.

The Children Act defines a person under 18 years as a child.

Players and parents/carers should be aware that video equipment might be 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.

Photographs and all other images are considered 'personal data' in terms of Data Protection. Depending on the circumstance, consent from either the child, adult, or both will be sought before capturing, sharing or publishing images where a child can be identified, including posting on the SVCC website, social media channels, emails and newsletters. We will take all steps to ensure these images are used solely for the purposes they are intended. In addition, SVCC will process this personal data in accordance with GDPR principles, and other relevant legislation and guidance.

We are aware that some people may use sporting events as an opportunity to take inappropriate photographs or film footage of children. SVCC will be vigilant about this but some events will be held at public venues over which we may have no jurisdiction. Parents and carers should be aware that photographers or the media may also be present at an event.

It is also possible that if a picture and name was placed in the local paper, the club website etc, the information could be used inappropriately. For this reason, we will follow ECB guidance that a child's picture and name should not appear together.

There may be other reasons why individuals may not wish their child's photograph to be taken by someone they do not know personally, for example estranged parents looking to gain access to a child, or families that have fled abusive situations. Parents / carers will always be offered the opportunity to provide or withhold consent for photographs / filming of their child. Where a parent or carer would not wish their child to be photographed or filmed SVCC will do all that it can to ensure these wishes are respected, however, this is the responsibility of the parent or carer – SVCC cannot be held responsible.

The Policy details are:

- We will not knowingly permit photographs, video or other images of the young people who play cricket with SVCC to be taken without consent. If you feel photos or video are being taken without that consent, please advise the Club Safeguarding Officer or in his/her absence their coach or manager immediately;
- If you have given consent for photographs and videos to be taken, SVCC Coaches or team managers may also give group consent on behalf of you and your child to opponents or Festival/tournament organisers to take photographs and videos;
- Concerns regarding inappropriate, or intrusive, photography or filming should be reported to a Club official or the Club Safeguarding Officer and recorded and investigated in the same manner as any other child protection or safeguarding concern;
- If the cricketer is named SVCC must not use their image and if an image is used SVCC must not name the child;
- SVCC will only use images of children in appropriate SVCC / other cricket kit, to reduce the risk of inappropriate use.

**SVCC encourages the reporting of inappropriate use of images of children.
Report any concerns to the Club Safeguarding Officer.**

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