

SVCC Photography, Filming & Live Streaming Policy

SVCC wishes to ensure photography, video and live stream footage taken within cricket is done so appropriately:

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

Parents and carers will not be prevented from taking pictures of, or filming their children, these are normal family practices. Proportionate controls on the use of photographic and filming equipment (live stream, cameras, videos, including mobile phones) is part of general safeguarding good practice in SVCC. For the avoidance of doubt, this policy also applies to all SVCC live broadcasts on social media or other platforms.

Players and parents/carers should be aware that the use of any photographic or filming equipment might be part of the coaching programme, and material taken in connection with coaching will be stored securely and deleted or destroyed when a parent or carer 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. SVCC will process this personal data in accordance with GDPR regulations, 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 other photographers may also be present at any event.

It is also possible that if an image and name was published in either physical or online media the information could be used inappropriately. For this reason, SVCC will follow ECB guidance that a child’s image and name should not be published together.

There may be other reasons why individuals may not wish their child’s image 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 and carers will always be offered the opportunity to provide or withhold consent for photographs or filming of their child.

Summary SVCC Policy in relation to all filming and photography and coaching and training:

- SVCC will not knowingly permit photographs, video or other images of children 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 Officers or in their absence their coach or team manager immediately;

- If you have given consent for images 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;
- Concerns regarding inappropriate, or intrusive, photography or filming should be reported to a team manager, SVCC official or the Club Safeguarding Officers and will be recorded and investigated in the same manner as any other child protection or safeguarding concern;
- If the child 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 or other cricket kit.

Specific SVCC Policy relating to Live Streaming and highlights publishing online:

SVCC and other clubs will be using filming equipment to live stream SVCC open age cricket matches and publish highlight clips online. The expectation is that all men's SVCC 1st XI and 2nd XI matches will be live streamed (both at home and by the opposition teams when away). SVCC players in the U15 or U18 age groups have the potential to be selected for the men's SVCC 1st XI and 2nd XI team matches which will be live streamed (both home and away).

SVCC Women's, SVCC men's 3rd XI, SVCC cricket week, Sevenoaks Smash and Development Team matches will not normally be live streamed but these will be discussed and approved on a case-by-case basis.

All live streaming footage and the publishing of clips and highlights must follow all the SVCC Codes of Conduct and inappropriate overlays or names must not be used. In addition all the relevant Kent and ECB Leagues Policies and Codes of Conduct must be followed at all times.

Only named SVCC officials must have access to the administrative system to manage highlights and clips, they must be approved by the SVCC Committee to administer the system in a professional manner and only they know the relevant account details. No account details must be shared without Committee or the Chairman's authorisation. These named individuals must be enhanced DBS checked and be on the ECB SHMS and also key roles such as Captain or Coach. All SVCC Policies must be adhered to in the management and publishing of any highlights and clips.

Consenting to the use of live stream

SVCC is asked at the start of the season by some Kent Leagues to consent for live streaming of matches, so that clubs are aware of any not consenting in advance and as such SVCC has consented in this way. This means that any SVCC player who does not consent to live streaming will need to inform the membership secretary when signing up for the season. Members will have a simple tick box to check on the membership form to consent to live stream. To maintain confidentiality any member who does not consent to live streaming is expected to not make themselves available for selection for matches that are known to be live streamed.

Players who do not pay membership via the SVCC online membership process will be asked to consent by other means with the membership secretary.

Legally anyone whose data SVCC are capturing needs to be served with a privacy notice explaining what data is being captured, what it will be used for, where it will be stored and what can be deleted. All ECB Play Cricket registered players are served a privacy notice on behalf of SVCC. ECB Policy confirms this meets the SVCC legal responsibility to serve this privacy notice and covers this responsibility for live stream, filming, and clips on social media.

ECB Guidance on live streaming for U18 children approves the use of first initial and then surname in the text overlaid on the video live stream. SVCC will obtain specific written consent for the season from all U18 children's parents or carers. When live streaming, SVCC will assume that the league organisers have confirmed that similar consent has been obtained for all U18s in the opposition team at the start of the season. The live stream operator must ensure that the software has been configured to display all names as first initial with surname.

Any players or parents or carers of U18's can contact the SVCC Safeguarding Officers with any questions on live streaming. SVCC encourages the reporting of inappropriate use of images of children, please report any questions or concerns to the SVCC Club Safeguarding Officers.

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