



## **STRETTFORD CRICKET CLUB PHOTO, VIDEO & LIVE-STREAMING POLICY**

### **Purpose of this Policy**

- Promote positive images of cricket and its participants.
- Ensure compliance with safeguarding regulations.
- Protect the privacy and rights of individuals.
- Guide the responsible use of photography, video, and live streaming.

### **Scope**

This policy applies to all members, volunteers, coaches, players, parents, and spectators involved with Stretford Cricket Club, covering:

- Photography and videoing during matches and training sessions.
- Use of media for promotional purposes.
- Live streaming of club events.

### **Appointed Media Contact**

Stretford Cricket Club nominates Nicola Morris, Socials and Fundraising, as the official contact responsible for all live streaming, photos, and recordings.

✉ Email: [sccsocial@stretfordcricketclub.co.uk](mailto:sccsocial@stretfordcricketclub.co.uk)

☎ Phone: 0161 865 0271

Only this individual or a person delegated by them may authorize and manage any photo, video, or live stream activity.

### **Approved Uses**

Before any media is captured, the purpose must be clearly identified and communicated. Approved purposes include:

- Training and player development.
- Club promotion and marketing.
- Social media highlights (within safe and respectful boundaries).
- Internal coaching or match analysis.

Media must not be used to question umpiring decisions, criticize players or officials, or for disciplinary reviews (except in rare and incidental circumstances).

### **Permission and Consent Requirements**

- Written permission must be obtained from both teams, umpires, and scorers at least 48 hours in advance.
- Consent must be gathered from each player, and for players under 16, from their parent or carer.
- The club should be able to produce consent records if requested by League officials.
- The club will use a privacy notice and a consent form to meet data protection and safeguarding responsibilities.
- Spectators and attendees will be informed via prominent signage at the venue.

### **Safeguarding and Child Protection**

When children or adults at risk are involved:

- Images must not be captured if a parent/carers has refused permission.
- Parents and players must be informed in advance of filming.
- Children must be shown any media that may be published and asked for their consent (if over 16).
- Children must always appear in appropriate kit, and names should not appear next to images (except where unavoidable in score overlays).

### **Spectator Awareness**

Signage must be displayed prominently at the venue stating that filming or photography will take place. The club also:

- Encourages scorers using Play Cricket Scorer Pro to confirm consent is recorded before connecting any live stream.
- Ensures all content captured respects spectator and participant privacy.

### **Data Protection and Privacy**

All images and videos are classed as personal data under the UK GDPR and Data Protection Act 2018. The club will:

- Issue a privacy notice to all participants explaining how data will be used.
- Store and manage media securely.
- Not share content beyond stated platforms (e.g., club website, Play-Cricket, social media) without further consent.

## **Camera Placement**

Cameras must not be placed in:

- Changing rooms
- Toilets
- Any area where individuals have a reasonable expectation of privacy

Umpires must approve the location of all equipment before each match.

## **Handling Complaints or Concerns**

- All concerns or complaints about photography or filming must be reported to the Club Welfare Officer (CWO).
- The CWO or another responsible adult must act immediately to resolve the concern.
- All incidents will be recorded and, if needed, escalated through safeguarding procedures.

## **Social Media and League Compliance**

- The club and its members will comply with the social media policies of the League.
- Media must not be used to criticize players, umpires, or officials.
- Clips or photos from streams may only be shared in line with this policy and with respect for participants.

## **Policy Review**

This policy will be reviewed annually and updated to reflect any changes in safeguarding, data protection, or ECB guidelines.

**Last reviewed: 25.04.25**