



## STRETFORD CRICKET CLUB PRIVACY NOTICE

### 1. Who We Are

Stretford Cricket Club (the Club) is committed to protecting your personal data and respecting your privacy. This privacy notice explains how we collect, use, and share personal information captured in photographs, video recordings, or live streams during cricket activities.

### 2. What Personal Data We Collect

We may collect:

- Photographs and video recordings of players, umpires, scorers, officials, spectators, and volunteers.
- Audio recordings where applicable (e.g., commentary or crowd noise).
- Names and team affiliations of players (only when directly associated with the video or photo for match coverage or promotional purposes).

### 3. How We Collect Your Data

We collect data:

- From match recordings, live streams, and official team photos.
- When you complete a consent form or register to participate in club events.

### 4. Why We Collect Your Data

We collect and use images and recordings for the following purposes:

- To live stream or record matches and training sessions.
- To promote the club on social media, our website, or printed materials.
- For coaching and performance analysis.
- To comply with safeguarding and league documentation requirements.

We do **not** use images to criticise officials or players, nor for any form of automated decision-making.

### 5. Lawful Basis for Use

Our lawful bases under the UK GDPR include:

- Consent: For all children under 16, consent is obtained from a parent/carers. For individuals over 16, we seek their direct consent.

- Legitimate interests: In some cases, for club promotion or safeguarding purposes, where it does not override your rights and freedoms.

## 6. Who We Share Data With

We may share images or recordings with:

- The England and Wales Cricket Board (ECB) or our League (where required).
- Social media platforms (e.g., YouTube, Instagram, Twitter).
- Play-Cricket match centre and affiliated cricket media services.

We do **not** sell your data or share it with unrelated third parties.

## 7. How Long We Keep Your Data

We retain images and recordings for a maximum of 3 years, unless a shorter or longer period is legally required or justified (e.g. safeguarding concerns or historic club records). You may request deletion at any time.

## 8. Your Rights

You have the right to:

- Access your data.
- Correct inaccurate data.
- Withdraw consent at any time (this won't affect prior use based on that consent).
- Request deletion of images or recordings in which you appear, subject to reasonable limits.

To exercise these rights, please contact our data controller, Nicola Morris at [sccadmin@stretfordcricketclub.co.uk](mailto:sccadmin@stretfordcricketclub.co.uk).

## Safeguarding & Child Protection

All use of images involving children or vulnerable adults is carried out in accordance with ECB safeguarding guidelines. Parental/carers consent is always sought before capturing or using images of children under 16.

## 10. Contact & Complaints

If you have any concerns about how your data is handled, contact our Club Welfare Officer at [safeguarding@stretfordcricketclub.co.uk](mailto:safeguarding@stretfordcricketclub.co.uk)

If you're not satisfied, you may contact the Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk).