



Registered Charity 1165948

Berkshire Cricket

Photo, Video and Live Streaming Policy

Policy updated: January 2025

Next Review Date: January 2026

Version: 1.0

DEFINITIONS

In this Policy the following terms/expressions shall mean:

- ECB – means England and Wales Cricket Board
- Children – refers to persons under the age of 18
- Safe Hands - means the ECB's cricket policies and procedures for safeguarding children within cricket.

STATEMENT OF INTENT

The aim of this policy is to provide procedures and practical guidance for all Berkshire Cricket employees, agents, volunteers, and other professionals and/or partners working alongside Berkshire Cricket to safeguard children.

INTRODUCTION

Berkshire Cricket is keen to promote positive images of individuals playing cricket and does not wish to prevent live streaming, video recording, photography or any other form of capture or use of audio visual materials ('Streams, Photos and Recordings'). However, Berkshire Cricket wishes to ensure that Streams, Photos and Recordings within cricket are captured and used appropriately.

The introduction of proportionate controls on the use of photographic equipment (cameras and videos, including mobile phones) and the use of social media is part of general data protection and safeguarding good practice.

Parents and carers should not be prevented from taking pictures of, or filming, their children. These are normal family practices and help mark milestones in a child's life and can enhance a player and his or her family's enjoyment of cricket significantly. Berkshire Cricket, however, reminds parents / carers and others attending matches that they do not have the automatic right to stream or post images of other people's children online. They should also be cautious about tagging other children in any posts they upload.

Photographs are considered 'personal data' in terms of Data Protection. Depending on the circumstance, consent from either the child, adult, or both should be sought before capturing, sharing or publishing images where a child can be identified. In addition, as with all personal data it should be processed in accordance with GDPR principles, and other relevant legislation and guidance.

Berkshire Cricket is aware that some people may use cricketing events as an opportunity to take inappropriate photographs or film footage of children. All Berkshire Cricket staff and participants should be vigilant about this. Any concerns during an event should be reported to the person managing the event who should approach the individual concerned wherever possible. Any occasion where this takes place should be reported to the Berkshire Cricket Safeguarding Manager.

Berkshire Cricket has established this policy to mitigate identified risks. It regulates the use of cameras at events as well as the publication of photographs and video footage.


PHOTO, VIDEO AND LIVE STREAMING GUIDELINES

Berkshire Cricket will:

- Always request that parents/guardians grant their consent in writing for photographs, video footage and/or live streaming of their children to be taken and to be used for publicity or promotional purposes.
- Always request that opposition teams and umpires grant their consent in writing for photographs, video footage and/or live streaming of matches (preferably at least 48 hours before the game).
- Take reasonable steps to make spectators and other persons attending aware of photographs and video footage being taken and/or live streaming of matches.
- Take reasonable steps to give players, parents/guardians, umpires, spectators and other persons attending access to the appropriate privacy notice.
- Ensure that systems are both in place and well promoted to prevent photographs, video footage and/or live streaming being taken where parental/guardian consent has not been given.
- Avoid using children's names (first name or surname) in photograph captions. So, where a child is named, use of his/her photograph will be avoided and where a photograph of a child is used, he/she will not be named.
- Ensure that photographs, video footage and/or live streaming focus on the activity rather than a young person.
- Ensure that photographs, video footage and/or live streaming represent the diverse range of people participating in sport, where possible.
- Limit the use of images to those featuring children wearing 'suitable' sports clothing.
- Ensure that employed coaches only use video as a legitimate coaching aid, that footage is stored securely and it is deleted when it is no longer needed or at the request of the parent/guardian.
- Report any identified use of child abuse images online to the [Internet Watch Foundation](#).

When organising a sporting event, Berkshire Cricket will:

- Require anyone wishing to take photographs or video recordings to have a valid reason for doing so and to gain permission from the event organisers/persons in charge by completing a registration process.
- Inform the children participating that photographs, video footage and/or live streaming are being taken.

- 
- Issue registered persons with identification, which they will be required to display always.
 - Ensure that systems are both in place and well promoted to allow concerns regarding inappropriate or intrusive photography to be reported in confidence to the event organiser and/or the Berkshire Cricket Safeguarding Manager.
 - Approach and challenge any person taking photographs who has not made themselves known and registered and make a referral to Thames Valley Police should this person continue to record images unauthorised.

When commissioning a professional photographer or inviting the press to an event Berkshire Cricket will:

- Provide a clear brief about what is considered appropriate in terms of their behaviour and the content of the photography.
- Issue them with identification, which they will be required to display always.
- Inform participants, parents, coaches, and officials that a photographer will be present at the event and ensure they consent to photography and/or video recording and to its publication.

Berkshire Cricket will not:

- Allow photographers unsupervised access to participants or one-to-one photography sessions to take place during events.
- Approve photography sessions being held outside events or at participants' homes.

Further information is available from the ECB Safeguarding Kitbag at:

[Photo, Video and Live Streaming Guidance for Leagues, Clubs and Counties](#)