



KCC Photography, Filming and Social Media Policy

Introduction

The club wishes to ensure photography and video footage taken within cricket is done so appropriately. We recognise that the taking of pictures and videoing of children is a usual family practice in marking milestones and events in a child's life. Parents are not to be prevented from taking photographs or videoing their own children but are asked not to take photographs or videos of other children unless they have permission from the child and their parents. The policy below is intended to ensure that proportionate controls are in place on the use of photographic equipment (cameras and video, including mobile phones) as part of the club's safeguarding and good practice procedures. We have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely and appropriately.

Club Policy

- Upon registration of a junior, we request a photograph of the junior be provided for the purposes of the club's Missing Child Policy. This photograph will be retained by the club for the period of membership, and will only be used by the club as an aid should the child go missing. It will only be shared with those individuals relevant to the search and, in the event that the incident escalates outside of the club, to those authorities involved in the search.
- Photographs/images/video are not to be taken of junior players by club officials at matches, training or other events unless the club has received written permission from the parent/guardian.
- If consent has not been given, it will be made known to the relevant coach and team manager. It is the responsibility of the coach/team manager to make the opposition team manager/coach aware, to ensure that they can also avoid taking pictures of the child.
- If consent is not given, we will respect this wish and agree in advance how the junior wishes to be identified so that the photographer knows not to take pictures, and ensure this is done in a manner that does not single out the child

or make them feel isolated.

- If you have consented to photography/filming, the club may give group consent on behalf of you and your child to opponents or festival organisers to take photographs or video.
- We will never exclude a child from an activity because we do not have consent to take a photograph.
- The club will only use images that positively reflect young people's involvement in cricket activity.
- Children will be informed at the time of a club official taking photographs/videoing that photographs/video is being taken, and the reason for doing so. Children will be made aware that if photography/filming is taking place without prior advice and they have concerns, they are able to report those concerns to the coach/team manager.
- Concerns regarding inappropriate or intrusive photography/filming should be reported to the Club Safeguarding Officer and recorded in line with safeguarding reporting procedures.
- Before the club publishes a photograph of an individual junior or small group of children, consent must be granted by the junior's parent(s)/guardian(s) to use the child(ren)'s image and confirm any accompanying narrative. Where possible, the image will be shown to the junior and the parent(s)/guardian(s) in advance of publication.
- In using photographs that promote club events, we will not accompany narrative which identifies juniors in the photograph by name, or allow any other identifiable features in the photograph (eg school emblems on clothing)
- If a child or parent/guardian withdraws consent for an image to be used, the club is unable to guarantee that images previously shared or published under consent can be deleted. If the image includes other juniors, the club will have the right to continue using the image going forward, but we will disguise the junior for which consent has subsequently been withdrawn.
- **Photography/Filming for Wider Use;** In the event an outside organisation, or individual acting on behalf of an outside organisation, wishes to record one of our events and share the images, permission must be sought in advance of the event. Before granting permission, the club will confirm the validity of the request, gain consent from the junior(s) and parent(s)/guardian(s) involved and will inform the photographer/filmer of those that do not give consent. If we believe that an individual is acting without consent, we will ask them to leave and follow safeguarding reporting procedures.
- The Club may share images with affiliated leagues, boards, governing bodies, and sporting and media organisations for the purpose of promoting and celebrating cricket and/or the club
- This policy should be read alongside the club's policy on the Use of Social Media, Texts, Apps, Email and Messaging Policy.

KW April 2025

Review: April 2026