



KCC Live Streaming Policy

The ECB is keen to promote positive images of individuals playing cricket but wishes to ensure that Streams, Photography and Recordings within cricket are captured and used appropriately. The introduction of proportionate controls on the use of equipment and the use of those images is part of general data protections and safeguarding good practice in a club. Knaresborough CC (KCC/the Club) will be making a live stream of senior home matches that are taking place at the club ground on Aspin Lane, Knaresborough, during the 2023 season. In taking part in streamed match(es), individuals involved in those matches may be included in the live stream, photographed or recorded on audio and/or video, which may include any recording made of a live stream. The club has one camera which is positioned to record the action on the wicket, with a relatively small area of the field captured. Knaresborough CC would like to use the live stream for the promotion of cricket, encourage participation in cricket and for training and education purposes.

This policy takes its guidance from the ECB and by consenting to the use of live streaming, all those that give consent accept this policy and the declarations within it and agree to abide by its content. The policy is written in line with the Club's GDPR and Privacy policies.

Policy

- The Club will appoint a representative with responsibility for Live Streaming.
- Only those events for which the Club has given permission will be live streamed.
- The league, opposition and match officials must be notified of the intent to Live Stream at least 48 hours prior to the event being live streamed, and permission from all received in writing (email acceptable).
- Opposition captains are to give permission by proxy for the opposition team and their match officials.
- If consent is not received, the live stream will not proceed.
- Clear and prominent notices will be displayed at the ground to advise that live streaming is taking place.
- Parents/Guardians of KCC players under the age of 16 years will complete a

separate consent document for their child to be included in events that are live streamed. KCC players between the age of 16 years and 18 years will be asked to complete a consent document. For those players, upon completion the parent/guardian will be advised that their child has consented and be directed to this policy for further information.

- Cameras/recording equipment will be positioned in accordance with the aims of use. They will not be positioned to inflict on privacy (eg changing rooms, spectator areas, car park)
- Any clips that any players, officials or club members take from the live stream, must not be used to criticise or vilify any player, umpire or official, or ridicule/bully/intimidate any individual in any way whatsoever. Any such incidents or concerns of such incidents are to be reported to the Club Safeguarding Officer immediately.
- Images from the live stream are not permitted to be used to challenge officials or decisions taken by them.
- The photography, live streaming or recording of games or any part thereof by a player or official participating in the game on the field of play is strictly prohibited and anyone found to be doing so shall be subject to Disciplinary action.

Declarations (Apply to Senior and Junior Players and all Match Officials)

1. I understand that Knaresborough CC may live stream senior matches.
2. I understand that cricket is a team game and that when participating in the matches which are being live streamed, it may be unavoidable for me to feature in the live stream.
3. I understand that I may be named on the live stream during video footage or in the overlaying of scorecard data.
4. I understand that by being included in the live stream, I may acquire some rights such as copyright, performing rights or moral rights in the live stream/audio visual materials that feature me, but I agree that those rights will belong to Knaresborough CC so that they can use the live stream as described to me in this document.
5. I understand that once the live stream/audio visual materials are in the public domain, Knaresborough CC will not have any control over any unauthorised third party or any use of them.
6. I understand that I do not have to give my consent to the live stream/audio visual materials that feature me, but that if I do, I will be agreeing to the live stream/audio visuals being used for the agreed purposes.
7. I understand that the photography, live streaming or recording of games or any part thereof by a player or official participating in the game on the field

of play is strictly prohibited and anyone found to be doing so shall be subject to disciplinary action.

8. I acknowledge that if I make a live stream or take audio visual materials at matches which includes other people, it is my responsibility to get all necessary permissions before posting them on social media or sharing those live streams or audio visual materials. If any person attends the match with me, I will explain to them that the same responsibility applies to them.
9. I agree that if participating in the match as a player or official, my photography, live streaming or recording of games or any part thereof is strictly prohibited and if found to be doing so, I shall be subject to disciplinary action.
10. I am aware that in consenting to the live stream/audio visual materials which feature me, they may be used in every possible media such as on websites, in advertising/marketing materials, in broadcasts, training materials, stadium promotions, printed publications and communications and on social media channels.

We take our guidance on the use of images of children from the ECB; www.ecb.co.uk/safeguarding . Knaresborough CC will take steps to ensure that live streams/audio visual materials are used solely for the purposes described in this consent form. If you become aware that these images are being used inappropriately you should inform the Club Safeguarding Officer immediately.

KW April 2025

REVIEW April 2026