Photography, Filming and Streaming Policy

Middlesex Schools Cricket/Elite Cricket Performance Academy (ECPA), promotes the appropriate use of photography, filming and streaming of children participating in cricket, however, it's important to be aware of the potential child protection and safeguarding issues that arise when people take photos, film or stream children in relation to sporting activities. The potential for misuse of images can be reduced if we are all aware of the potential risks and dangers and put appropriate measures in place to reduce these risks.

Potential Risks:

- Children may be identifiable when a photograph is shared with personal information.
- Direct and indirect risks to children and young people when photographs are shared on websites and in publications with personal information that may identify and locate the child.
- Inappropriate photographs or recorded images of children.
- Inappropriate use, adaptation or copying of images.

The following guiding principles from ECB Photography and Video Camera Guidelines will be implemented by Middlesex Schools Cricket/ECPA:

1. Photographs/images are not to be taken at matches or training without the prior permission of the parents/carers of the child.
2. If no consent has been given for a child on the player registration & consent form, then it is to be made known to the relevant people (coaches, photography team, etc.) so that the appropriate person/s taking photos for the other team is aware and can avoid taking photos of that particular child.
3. The children should be informed that a person will be taking photographs.
4. The children should be informed that if they have concerns, they can report these to the Middlesex Schools Cricket Age Group Lead Coach or a member of staff.
5. Concerns regarding inappropriate or intrusive photography should be reported to the Middlesex Schools Cricket session/game lead coach and recorded in the same manner as any other child protection concern.
6. Any official photographer will be introduced to the camp attendees and they will be informed of that person's role and remit.
7. Any child who opts out of the Photography and videoing policy is opting out of the relevant part of Terms and Conditions with regards to image consent. This child will be identified by wearing a sticker to ensure that in photo editing they can easily be removed for their safety.
8. If a game is being livestreamed and has someone playing in the fixture that has not granted permission for photography and videography to be allowed then the game will not be streamed.

The following guiding principles will be adopted for the publishing of images:

1. Ask for parental permission to use their child's image and wherever possible show the image to the parents and child in advance. This ensures that they are aware of the way the image will be used to represent cricket and Middlesex Schools Cricket/ECPA.
2. Ask for the child's permission to use their image, this ensures that they are aware of the manner the image will be used to represent cricket and Middlesex Schools Cricket/ECPA.
3. The player in a photograph will **not** be named.

4. If the photograph is used, avoid naming any child. In cases where the player, parent/carers wish for the players name and photograph to be used, direct written consent will be required for each publication.
5. Do not use player profiles with pictures and detailed personal information on websites. In cases where the player, parent/carers wish for the players name and photograph to be used, direct written consent will be required for each publication.
6. Do not use an image for something other than that what it was initially intended and agreed.
7. Do not allow images to be recorded in changing rooms, showers or toilets. This includes the use of mobile phones that record images.
8. Focus on the activity; rather than the individual.
9. Only use images of children in appropriate kit (training or competition) to reduce the risk of inappropriate use, and to provide positive images of the children.
10. Aim to take pictures which represent the broad range of youngsters participating safely in cricket e.g. boys and girls, disabled people, ethnic minority communities.
11. Encourage the reporting of inappropriate use of images of children to the Middlesex Schools Cricket/ECPA Event Lead, Middlesex Schools Cricket Head Coach, or Middlesex Schools Cricket Designated Safeguarding Lead and/or the ECB Child Protection Team.

Using video as a coaching aid:
Middlesex Schools Cricket/ECPA coaches and photographers during the camp may use video equipment as a coaching aid as and when appropriate. Players and parents/carers may view the footage and know that the material taken in connection with coaching will be stored securely and will be deleted/destroyed upon requests, or when the material is no longer needed. Middlesex Schools Cricket/ECPA or staff will not pass on footage.
All players and their parents/carers will be asked each year to either, 'accept and adhere to' the above policy in their registration process or to 'not accept the policy' to refuse any use of photography in their cricket while participating in the Middlesex Schools Cricket/ECPA events. A parent has the right to change this consent but must do so in writing so that we can keep up to date accurate information about our players.