



Prestwich Cricket Club



Live Stream, Video and Photography Policy

Prestwich Cricket Club is keen to promote positive images of children playing cricket and is not intending to prevent the use of Live Streaming, Videoing or Photographic equipment. It simply wants to ensure Live Streaming, Video and Photography footage taken within the Cricket Club is done so appropriately, ensuring all activity is compliant with ECB guidelines and promotes a safe, inclusive, and respectful environment.

The Club recognises the value of live streaming in increasing accessibility, visibility, and participation in cricket. However, live streaming must be conducted responsibly, prioritising safeguarding, data protection, and ethical use of technology in line with ECB policy.

Objectives

- To ensure that all Photo and Video content is created and shared in a safe and respectful manner
- To protect the welfare of children, young people, and vulnerable adults
- To provide clear expectations and responsibilities for staff, volunteers, and contractors
- To ensure GDPR and data protection compliance

Approval and Risk Assessment

Before Live Streaming, Videoing or Photographing, written consent must be obtained from all players, parents/guardians (for under 18s), match officials (ACO Umpires will provide their consent via the ACO), and relevant staff during the club's membership and sign-up processes at the start of each season

Consent and Image Use

- Parental/carers consent is mandatory for any player under 18 to appear in livestreams
- The club safeguarding officer must provide the team captain with details of anyone who does not give consent to livestream/videos/photography allowing them to inform other officials on match day

- If consent has been given, the captain will then sign the team sheet on behalf of their club, players and officials confirming consent has been given by their team to Livestreaming, Videoing and Photographing
- The team sheet will be handed back to the host club at the end of the match and be held onsite for the rest of the month. If this is not possible, the umpire will retain the team sheet, again holding this record for the remainder of the month
- A media consent register must be maintained and referenced
- Anyone who has not given consent must be excluded from footage, if this is not possible, live streaming or recording cannot proceed
- Players/parents/officials retain the right to withdraw consent at any time
- Signs must be placed around club grounds informing spectators Livestreaming / Recordings / Photography is in place. It is then their choice to remain onsite, or not
- Signs must also be placed around the ground asking spectators to refrain from taking their own videos / pictures of the match

Safeguarding Protocols

- Live streams must be monitored by an appointed Safeguarding Officer
- Delayed streaming or a time buffer (30 seconds) is recommended to prevent inappropriate live content being broadcast
- Commentary must be professional, respectful, and avoid any inappropriate references
- The stream must not include any changing rooms, medical treatment areas, or other private settings

Technical and Platform Requirements (Live Streaming)

- Only authorised platforms (Play Cricket or YouTube) may be used for Live Streaming.
- Streams must be password-protected or shared via secure links for private events (eg junior cricket)
- Recorded footage must be stored securely and retained only for as long as necessary
- Live chat / comment functions should be disabled or closely moderated

Conduct and Commentary (Live Streaming)

- All commentary must follow the ECB Code of Conduct, with zero tolerance for discrimination, bias, or abusive language

- Commentary teams must be briefed in advance and may be removed from broadcast duties for breaching this policy

Photography / Videos

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. The introduction of proportionate controls on the use of photographic equipment (cameras, and videos, including mobile phones) is part of general safeguarding good practice in a club. We all need to be vigilant, to ensure that some people do not use sporting events as an opportunity to take inappropriate photographs or film footage of children.

- Photographs / Images / Video are not to be taken at matches or training without the prior permission of the Parents / carers of the child. This permission can be given by proxy by the coach of each team only after parental consent for this has been granted. The coach must arrange this prior to attending matches
- Consent should be given to the coach or Team Manager of the team and recorded so the appropriate person(s) taking photographs or Videos are made aware
- If no consent has been given for a child on the player profile form, then it is to be made known to the relevant person of the other team (e.g. coach/team manager) so that appropriate person/s taking photographs for the other team is/are aware and can avoid taking photographs of that particular child
- The children should be informed a person will be taking photographs
- All photographs and videos should be appropriate. Concerns regarding inappropriate or intrusive photography should be reported to the Club Welfare Officer and recorded in the same manner as any other child protection or safeguarding concern.
- The children should be informed that if they have concerns regarding photography they should report these to the Coach or Team Manager.
- Specific Photographic or Video equipment should not be brought onto the club premises, for the purpose of Photographing / Videoing Children, without the permission of the Club.
- No Photographs / Videos shall be publicised via any electronic media without prior permission of the Parents / carers of the Child. Please refer to the Club E-safety Policy for further information. The use of Video equipment as a legitimate coaching aid may form part of the Club coaching programme. Parents/carers will be asked for written consent for this use
- It is recommended that cricket tournaments/festivals/events/competitions set up a camera registration book for Parents/carers to complete

Failure to comply with any of these requirements may result in the person involved being asked to leave the club or having their Membership of the Club revoked.

Data Protection and Retention

- All content is subject to the UK GDPR and the Data Protection Act 2018
- Personal data (names, ages, clubs) must only be shared with appropriate consent
- Archived streams must be reviewed annually and deleted where appropriate

Reporting Concerns

Any inappropriate content, safeguarding issues, or technical breaches must be reported immediately to:

1. Club Safeguarding Officer
2. LCF Safeguarding Lead: safeguarding@lancashirecricket.co.uk
3. ECB Safeguarding Team: safeguarding@ecb.co.uk
4. Emergency concerns should be escalated to statutory services or the police where required