



England Cricket Association for the Deaf

Taking and Using Photographic and Recorded Images of Young People Policy and Guidelines

1. INTRODUCTION

England Cricket Association for the Deaf (ECAD) does not wish to prevent parents or other spectators from taking pictures of, or filming, their children. These are normal family practices and help mark milestones in a child's life. Use of recorded images can also be a valuable coaching aid.

The introduction of proportionate controls on the use of photographic equipment (cameras, and videos, including mobile phones) is part of general safeguarding good practice. For the avoidance of doubt, these guidelines also apply to live broadcasts on social media or other platforms.

ECAD is committed to providing a safe environment for all young people and it is therefore committed to ensuring that all necessary steps are taken to protect young people from inappropriate or uninformed use of their images in resources and media publications, on the internet, and elsewhere.

Photographic and recorded images can also be used as a means of identifying young people if accompanied by personal information. Additionally, images can be used or adapted for inappropriate use. This includes any device that is equipped to capture and record images (e.g. digital camera, video recorder, mobile phone, tablet, etc) both live and delayed.

ECAD is also committed to ensuring that concerns relating to the misuse of photographic or recorded images of young people in cricket are taken seriously and acted upon swiftly and appropriately. To achieve this, ECAD has developed procedures for reporting concerns. ECAD may refer concerns to the relevant statutory agencies, instigate proceedings under its own Safeguarding and Protecting Young People Complaints and Disciplinary Regulations or refer the matter for resolution as appropriate.

2. PRINCIPLES

Taking and/or Publishing of Photographic and Recorded Images of Young People

- Written consent to take and use images should be obtained from the player and parents/carers
- If the player is named, avoid using their photograph that enables the image and name to be linked
- If a photograph is used, avoid naming the player
- ECAD will never publish personal details (email address, telephone number, address or other information relating to the location) of a young person
- Only use images of players in suitable dress

- Focus on the activity rather than a particular young person and where possible use photographs that represent the broad range of young people take part in cricket
- Ensure images reflect positive aspects of young people's involvement in cricket
- The simultaneous streaming of images onto a website is not recommended. Delayed streaming also provides the opportunity for editing of inappropriate clips. In particular, this can guard against the possibility of an image of a young person. Subject to legal restrictions appearing on a website.
- All access to images should be restricted. It is recommended that where images are acquired for distribution, including commercially, access to them is by individual registration.
- Reasonable measures should be taken to ensure that the information stored is secured against malicious access, either internal or external
- Any concerns regarding inappropriate taking or publishing of photographic or recorded images must be reported to the Welfare Officer.

Use of Photographic or Record Image Equipment at Cricket Events

In addition to the good practice in taking and publishing images of young people, ECAD follows the following ECB recommendations:

- A registration system is used for individuals wishing to take photographic or recorded images, individuals should register where any device is being used (this includes mobile phones). Ideally individuals should provide a formal identification, eg driving licence
- Registration should include a question as to how the images will be used after the event i.e. personal family use, club website, social networking, etc
- Where a mobile phone camera is being used the 'audible sound' of an image being taken should be taken
- Issue the registered photographer with clear identification that must be worn at all times.
- Public information. The specific details concerning photographic/video and filming equipment should, where possible, be published prominently in event programmes and must be announced over the public address system prior to the start of the event. In addition or where a public address system is not in use, it is recommended that notices regarding the event's photography registration policy are displayed prominently.

If Using a Professional Photographer or Inviting the Press

- Prior to the event, the individual should be screened as you would any other employee or volunteer for their suitability. Proof of their position as a professional photographer should be requested.
- Provide clear brief/training about what is considered appropriate, in terms of picture content and their behaviour around the players.
- Supervision and monitoring of the photographer maybe required

Taking Photos or Recording Images without Registration

- Ask the individual who they are and why they are taking photos/recording images without have registered
- Any concerns should be reported to the Welfare Officer
- If the individual becomes abusive or aggressive, when being questioned, report to the Police

Use of Photographic or Recorded Image Equipment as a Coaching Aid

- Written consent should be obtained from the player and parents/carers to take and use images
- Players and their parents/carers should be aware that this part of the coaching programme and clear of the purpose of filming as a coaching aid.
- In a competition environment, you should inform the opposition of the intent to use recording equipment and its purpose, before the competition starts.