



Photo & Video Policy

Introduction

Take Her Lead (THL) wishes to be able to celebrate women and girls in cricket, and share our work. We are committed to ensuring safety is of paramount importance at every stage of our work.

THL follows the guidance issued in [Safe Hands](#) – cricket's safeguarding policy - on the use of images of young people. THL will take steps to ensure that these images are used solely for the purpose they are intended, which is the promotion and celebration of women and girls engaged across cricket, and our work.

Consent

In accordance with our child protection policy, THL will not permit photographs, video or other images of young people to be taken without consent of both the parent/guardian and child. For the purpose of this policy, a child is deemed to be anyone under 18 years.

It is important to note that photographs and video footage may be taken at THL events or activities. Where a child does not have consent to be present in photographs and videos, they will be made known to staff and photographers/videographers and will be removed from any footage captured, prior to any publication.

Exceptions

THL often runs events or activities in partnership with other organisations, at cricket fixtures or other events. As such, there may be times that photos and videos will be taken by virtue of the event itself, and we cannot guarantee participants will not be present in such footage. Where this is the case, THL will indicate this prior to the event and give the participants the opportunity to opt out of the event, or to give their consent prior.

Explicit Consent

The majority of photograph or video footage we capture of a child or young person will be used anonymously, however there may be instances it is deemed appropriate to share identifying information, such as name and playing club. This may be where quotes or case studies are produced, shared and published. Safeguarding recommendations state that the names of children under 18 years of age should not be published along-side an image unless explicit consent is obtained. In order for THL to capture, share or publish images where a child can be identified, explicit consent from the player and the parent / guardian of the player is required. Therefore, we will clearly outline instances where we are requesting explicit consent.



Withdrawing Consent

Please note that it may be possible to withdraw consent for imagery to be used or shared in the future, however it may not be possible to remove images that have already been published or distributed.

Our Partners

Where THL is working in conjunction with partners, either directly or indirectly (e.g. at a cricket match), these partners may also have photography or videography present. This will be indicated prior to the event occurring, and consent for photography and videography will be assumed extended to relevant partners.

Uses of Imagery

Photography or video footage may be utilised for a number of reasons, which includes both digital and print versions. These uses may include, but are not limited to:

- For display purposes - for example on permanent imagery at cricket grounds, display screens during cricket matches, marketing collateral for event
- Within printed publications - for example reports, grant applications
- On Take Her Lead's website
- On Take Her Lead's social media pages and/or accounts - this may include posts in hindsight, or live during the event

THL will take all steps to ensure these images are used solely for the purposes for which they are intended. If you become aware that these images are being used inappropriately, please inform us immediately.

Storage of images

Images or video recordings of children will be kept securely, including:

- Any hard copies of images will be kept in a locked drawer / cabinet
- Electronic images will be in a protected folder with restricted access

Footage will either be captured using contractors or by THL team. Where the THL team takes footage, this will be using THL equipment where possible. Where this is not possible, any footage captured will be deleted from personal devices once shared securely to THL's online storage.