



The Unsworth Cricket and Tennis Club Limited
Registered Office: The Pavillion, Pole Lane, Unsworth, Bury, BL9 8QL
Telephone: 0161 766 8794

Founder Members of the Greater Manchester Cricket League

Photography & Recording Policy

Statement of Intent

Unsworth Cricket Club (UCC) is committed to ensuring that all Children participating in cricket have a safe and positive experience. (The term "Children" refers to all persons under the age of 18). This commitment includes the adoption of ECB guidelines regarding photography, filming, and social media broadcast.

UCC, like the ECB, encourages the promotion of positive images of children playing cricket and does not prevent the use of photographic or video equipment.

It is important to UCC that children, young people, and vulnerable adults feel happy with their achievements and have photographs and videos of their special moments. Family and friends also want to share in their successes when they have been part of a special event or activity. However, UCC recognises the importance of safeguarding and child protection and ensures that appropriate measures are in place to reduce the potential for misuse of images and videos.

Legal Considerations

Photographs are considered 'personal data' under the Data Protection Act. Depending on the circumstances, consent from either the child, adult, or both must be obtained before capturing, sharing, or publishing images where a child can be identified, including posting on the club's website or social media.

All personal data must be processed in accordance with the principles outlined in the Data Protection Act and other relevant legislation.

Safeguarding & Child Protection

Unsworth Cricket Club acknowledges that:

- Sporting events may be targeted by individuals seeking to take inappropriate photographs or film footage of children.
- These individuals may attend events pretending to be related to a child involved.
- If a child's picture and name are published together (e.g., in local newspapers or online), it could be misused. Therefore, ECB guidance is to avoid publishing a child's image and name together.

Special Considerations

- Some parents/carers may not wish their child's photograph to be taken due to personal or safety reasons, such as estranged parents seeking access or families who have fled abusive situations.
- Parents/carers must be given the opportunity to withhold consent for photographs or filming of their child.

Guiding Principles

Unsworth Cricket Club applies the following guidelines for photography and recording during matches, training sessions, and other club events:

Parental Consent

- No photographs/images are to be taken without prior permission from parents/carers.
- Consent can be given by proxy through the team coach, but only if parental consent has been obtained beforehand.

- If consent has not been given, this must be communicated to the opposing team's coach or manager to avoid taking photographs of that particular child.

Informing Children

- Children should be informed that photographs will be taken.
- They should be made aware that they can express concerns to the coach or team manager.

Addressing Concerns

- Any concerns regarding inappropriate or intrusive photography should be reported to the Club Safeguarding Officer.
- Concerns will be recorded following the same procedure as any other child protection or safeguarding issue.

Camera Registration at Events

- For tournaments, festivals, or events, it is recommended to maintain a camera registration book for parents to complete.
- All participants and event organisers are encouraged to follow the guidelines detailed below when publishing images.

Use of Images (Website, Media, and Social Media)

Consent and Review

- Obtain parental permission before using a child's image.
- Whenever possible, show the image to the parents and child in advance, ensuring they understand how the image will be used.
- Obtain the child's permission to use their image, ensuring they understand its purpose.

Anonymity and Safety

- If the child's name is used, avoid using their photograph.
- If a photograph is used, avoid naming the child.

Appropriate Representation

- Only use images of children in appropriate kit (training or competition) to ensure positive representation and minimise the risk of inappropriate use.

Reporting Inappropriate Use

- Encourage the reporting of inappropriate use of images.
- If concerned, report immediately to the Club Safeguarding Officer.

Social Media, Text, and Email Communication

Social Media Use

- If you suspect someone is using social media in an unsafe or inappropriate manner, report their behaviour to the Club Safeguarding Officer or the ECB Safeguarding Team at safeguarding@ecb.co.uk.

Text and Email Communication

- Coaches, managers, and senior players must not send text messages directly to juniors. Communication should be made with parents/guardians.
- For 16-17 year-olds, an acceptable exception is to text or email the parent and copy in the 16/17 year-old, with prior parental consent.
- Individual texts or email conversations with a 16/17 year-old must include their parents.
- Inappropriate text messages or social media posts that are offensive, nasty, or derogatory are strictly prohibited.

Using Video as a Coaching Aid

UCC recognises the legitimate use of video equipment as a coaching tool. To ensure safeguarding:

- Parents/carers and children must provide written consent for photography and video analysis as part of the coaching program.
- Players and parents/carers must be informed about the use of video equipment for coaching.
- Recorded material must be stored securely and deleted or destroyed when no longer needed or upon request from a parent/carer.

Parental Guidance

- It is against Facebook's rules for children under thirteen to have an account.

- Ensure your child feels comfortable discussing online bullying or exposure to upsetting content.
- Provide the club with your email and/or telephone number to receive communication about your child's matches and training.
- Be aware of who your child communicates with online and maintain an open dialogue about social media use.

Data Security & Storage

- All images and videos will be securely stored to protect the privacy and identity of children.
- Digital files will be password-protected, and access will be limited to authorised personnel only.
- Files will be deleted or destroyed when no longer required or upon request from parents/carers.

Reporting Concerns

Any concerns related to photography, video recording, or the misuse of images should be reported to the Club Safeguarding Officer, whose contact information is available on the UCC website and at club events.

Review and Updates

This policy will be reviewed annually to ensure compliance with the latest safeguarding regulations and ECB guidelines. Any updates will be communicated to all members, parents/carers, and stakeholders.

Contact Information

For questions, concerns, or more information regarding this policy, please contact:

Unsworth Cricket and Tennis Club Limited

Email: enquiry@unsworthcc.co.uk

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