



Maldon Cricket Club

Photography & Video Policy

Updated March 2026

To safeguard all participants (children* and adults) while allowing the promotion of cricket and use of photography/video as a coaching aid. This policy ensures all photography and video use is appropriate, consensual, and secure, in line with ECB guidance, CPSU best practice, and GDPR.

1. Scope

- Applies to all club officials, volunteers, coaches, players (adults and children), and parents/carers.
- Covers photography, video, live streaming, and images used online, in media, or in club/publication materials.

Children are defined as persons under the age of 18 years.

2. Consent & Communication

- **Parental consent** is required for photography/video of children.
- **Adult consent** is required for photography/video of adult participants.
- Written consent should differentiate between:

- Participants (adults or children) must be informed that photography/video is taking place and can raise concerns.
- Parents or adult participants can withdraw consent at any time, and images or videos must be deleted on request.

3. Privacy & Identification

- Avoid naming children when publishing images.
- For adults, obtain explicit consent before naming in any publication or online post.
- Images/videos should only show participants in appropriate kit for training or competition.
- Do not use images in a context that could be inappropriate, misleading, or harmful.

4. Security & Storage

- Video material for coaching must be stored securely (password-protected or restricted access).
- Material must be deleted or destroyed when no longer required or when consent is withdrawn.
- Secure storage prevents misuse, protects privacy, and ensures GDPR compliance.

5. Reporting Concerns

- Any inappropriate, intrusive, or suspicious photography/video must be reported immediately to the Club Welfare Officer.
- For serious concerns, escalate to the County Welfare Officer or ECB Safeguarding Team (safeguarding@ecb.co.uk).
- All incidents must be documented according to club safeguarding procedures.

6. Guidelines for Events

- Be vigilant about strangers taking photographs or video at matches, practices, or events.
- Respect any requests from participants not to be photographed.
- Brief all participants at the start of sessions about photography/video use.
- Ensure images are used positively to promote cricket and the club.

7. Use of Video for Coaching

- Coaches may use video as a legitimate coaching aid for adults and children.
- Written consent must be obtained from participants before recording.
- Stored securely and deleted when no longer required or on request.

8. Social Media & Online Use

- Only use photographs/videos in line with the club Social Media Policy.

- Consider professional boundaries when posting images of adults or children
- Avoid posting content that could be considered offensive, derogatory, or distressing.