



Photography and Recorded Images Policy

Scope of Policy: This Policy applies to Kent Cricket Talent Pathway.

Kent Cricket is keen to promote positive images of our players involved in cricket. We recognise the need to ensure the welfare and safety of all children and young people involved in our activities. The introduction of proportionate controls on the use of photographic equipment is part of general safeguarding good practice.

Parents should not be prevented from taking pictures or videoing their own children but are asked not to take pictures or videos of other children unless they have permission from the child and their parents.

Parents and children have the right to refuse consent to photographs being taken. Kent Cricket will endeavour to respect these wishes but cannot guarantee photographs will not be taken at our events. If parents or children wish to withhold permission, please contact the Talent Pathway Safeguarding Officer or County Safeguarding Officer to discuss this decision.

Kent Cricket may take photographs and videos of our players for promotional, publicity, coaching and analysis purposes. These images may appear across all media platforms, including, but not limited to, ECB or Kent Cricket social media channels, website, YouTube platforms, e mails, newsletters and PR. Many venues also live-stream matches. We will take all steps to ensure these images are used solely for the purposes they are intended. If you become aware that these images are being used inappropriately you should immediately inform the Talent Pathway Safeguarding Officer or County Safeguarding Officer. We will not knowingly permit photographs, video or other images of the young people who play cricket with Kent Cricket to be taken without consent. If anyone has concerns about images being taken they should immediately report this to the Talent Pathway Safeguarding Officer or County Safeguarding Officer or in their absence, their coach or manager.

You should be aware that photographers or the media may be present at an event. Some events are public venues over which we may have no jurisdiction. Please also be aware that many venues now live-stream matches and this may include our matches.

If you have given consent for photographs, videos and live streaming, Kent Cricket staff may also give group consent on behalf of you and your child to opponents or Festival organisers to take photographs, videos and live stream.



All Academy Players and Talent Pathway players: As players move up the pathway it is likely they will be named alongside their images. When giving consent, parents and players should be aware of this.

GDPR: If at any time either the Parent/legal guardian or the young person wishes the data to be removed from the website or other social media channel, they should inform the [Data Controller](#) who will make every effort to remove the images. You should be advised the images may already have been copied and shared. All information will be handled in a secure and confidential manner and held in accordance with the 2018 Data Protection Act.

Privacy Policy: Kent Cricket Privacy Policy can be [found here](#).

Updated October 2021

Policy Name:	Photography and Recorded Images Policy
Policy Owner:	County Safeguarding Officer
Policy Scope:	Talent Pathway
Policy Approver:	Head of Talent Pathway
Date of Approval:	October 2021
Date of Next Review:	October 2023