

NORMANDY CRICKET CLUB



LIVE STREAMING POLICY

AIM:

The purpose of this policy is to establish a policy to respect the privacy and rights of all individuals who may be videoed as part of the Live Streaming of a Club match.

Responsible Person:

Normandy Cricket Club (NCC) is to nominate an individual to be responsible for the Streams, Photos and Recordings. NCC will ensure that no unofficial photographs or recordings are made or streamed by players, umpires, scorers or anyone else and for compliance with the Cricket Organisation's policies, League policies (where applicable) and the law

Purpose of Live Streaming:

NCC acknowledges that the purposes of providing a live Stream are as follows:

- To enable those who are not able to attend the ground with live video action of the match.
- To use footage from the Live Stream to promote the club on Social Media, including the recording of key moments or highlights.
- To store recorded live stream games and make them available on YouTube or other Social media video platform.
- To use footage from the recordings to aid with training or coaching of players
- To use the platform to sell advertising space.
- Where appropriate, and in accordance with the Club's Disciplinary policy, footage may be used as evidence in a Club Disciplinary procedure. Footage may also be shared with opponents, League Representatives or the ECB for the purposes of any Disciplinary proceedings. Any sharing of images will be subject to GDPR guidelines.

Footage will not be used to query any umpiring decision either within a match of thereafter or as a Decision Review System.

Considerations:

Live streaming and recording will only be permitted for Senior/Open Age cricket matches subject to the following considerations:

- No photography or filming of cricket matches is permitted unless it has been approved by a member of the NCC Committee
- Necessary approvals have been received from the Parents/Guardians of all Under -18 participants.
- Safeguarding recommendations are followed relating to and Under-18 participants.
- League/Opposition consent has been obtained at least 48 hours before the event starts. If sufficient notice and permission is not given, the match is not to be streamed, photographed or filmed. Similarly, if any part of the broadcast is to be re-issued on

NORMANDY CRICKET CLUB



social media, the League / opposition is to be informed and their permission is obtained 48 hours prior to doing so. Consent is also to be obtained from all Umpires and scorers 48 hours before the game. NCC is to make available a record of all consents for inspection by League officials on demand.

- Consideration is given to any embarrassment or distress that may arise from the recording and redistribution of any action (e.g. boundaries, loss of wickets etc).
- Consent must be sought from each individual before capturing, streaming, sharing or publishing their image, including posting it on the Cricket Organisation's website, Play-Cricket or on social media channels.
- Where the player (or other person) is under 16, the consent must be sought from the parent / carer of that player / person. Where a child is over 16, NCC should make sure that their parent / carer is aware of what is happening and that NCC has asked for the child's consent. If a child is to be photographed or filmed and you are aware that he or she is subject to custody arrangements where each parent / carer has custody rights, you should seek consent from each parent / carer.
- Clubs should treat it as good practice to contact all of its players and opposition teams at the start of the season to explain that the Club intends to live stream, photograph and/or record audio visuals of matches and to provide details of where they may be streamed or published (such as on social media and Play-Cricket).
- If consent is not given for any particular player, the team coach, manager and captain should be made aware of this so that the streaming or capturing of audio visual materials featuring the player can be managed appropriately and in line with NCC policy, the privacy notice given and approvals and consents obtained as well as the needs of the individual – particularly in respect of safeguarding.

Concerns/Complaints:

Any concerns or complaints around the live streaming of any event are to be communicated as follows:

Prior to the event, concerns are to be raised with the NCC Hon Secretary at nccsecretary@hotmail.com who will then decide on the appropriate course of action to take, which could include

- discussions with fellow Senior Committee members,
- appointing an investigation officer(s) to ascertain any facts and make recommendations.
- The NCC Designated Safeguarding Lead must be informed if it relates to a potential Safeguarding issue
- Where possible, a decision should be made before the start of the event as to whether photography or Live streaming can take place. If no decision has been able to be made prior to the event, no photography/filming should be permitted.
- The decision of the Hon Secretary will be final.

Concerns regarding inappropriate, or intrusive, photography at a match should be reported to the Club Designated Safeguarding Lead. The Club Designated Safeguarding Lead should deal with this immediately by talking to the person concerned and asking them to desist. If the Club Designated Safeguarding Lead is not present a responsible adult from the club should do so. All such incidents should be recorded and reported in the same manner as any other safeguarding

NORMANDY CRICKET CLUB



concern. Children should be informed that if they have concerns, they can report these to the coach or team manager.

After the event, concerns are to be raised with the NCC Hon Secretary at nccsecretary@hotmail.com. They will ascertain the appropriate course of action using the same methods as per dealing with any complaints prior to the event.

Safeguarding / Child Welfare:

Any concern raised relating to Safeguarding is to be immediately reported to the NCC Designated Safeguarding Lead.

Child protection and safeguarding protocols must be followed if junior players or adults at risk in cricket are on the field when filming or photography takes place. If any player's parent has indicated that they are not to be photographed or filmed, you should consider the reasons given and where there is risk of harm to the player neither photography nor filming of him or her should be allowed.

Please remember that photographs are considered 'personal data' in terms of Data Protection. Depending on the circumstance, consent from either the child, adult, or both should be sought before capturing, sharing or publishing images where a child can be identified, including posting on the club's website etc. In addition, as with all personal data you process, it should be processed in accordance with GDPR principles, and other relevant legislation and guidance.

Be aware that some people may use sporting events as an opportunity to take inappropriate photographs or film footage of children. All clubs should be vigilant about this. These individuals could attend the local cricket club allowing people to presume they are related to a child involved.

Any concerns during an event should be reported to a club official or event organiser, who should approach the individual concerned wherever possible.

Make spectators and other persons attending aware

Spectators and any other persons attending the match or event must be made aware that live streaming, photography and/or audio-visual recording will be taking place. You should do this by displaying a clear and prominent notice.

If a person attending a match is using the ECB's Play Cricket Scorer Pro app, a pop-up box within the app will be triggered ahead of cameras being connected for match highlights or streaming. This pop-up asks the scorer to confirm that both captains and both umpires are happy for the match to be filmed and shared. Scorers should ensure that an official of each Cricket Organisation has given approval before confirming in the app that the match can be filmed or streamed.

Data protection law applies

Images and, potentially, audio recordings of individuals are personal data and NCC will comply with data protection law (including the Data Protection Act 2018 and the UK GDPR) when live streaming, photographing or recording them, using them or sharing them.

NORMANDY CRICKET CLUB



Privacy notice

A key part of data protection law is the requirement to be transparent about what personal data you obtain and what you do with it. NCC will give a 'privacy notice' to each person (such as players and umpires) whose personal data is captured in streams, photographs and recordings.

Site cameras responsibly

It is important that cameras and other recording equipment are sited appropriately. You should avoid siting them in any area where individuals can reasonably expect to have privacy such as in changing rooms.

You should check any ground regulations and get the agreement of the umpires before siting the cameras /or other recording equipment.

Tips for capturing and using images of children and dealing with complaints

The following are recommendations from ECB Guidelines:

1 Spectators. Avoid capturing images or recordings of spectators, especially children unless you have taken specific legal advice on doing so.

2 Inform the parent / carer. Each child's parent(s) / carer(s) should be informed a person will be taking photographs, recording a video or audio or live streaming the match / training session.

3 Parent / carer consent. Where a child is under 16, obtain parent / carer consent to capture or use their child's image and, wherever possible, show the video match day centre to the parent / carer in advance and if you want to publish an image, show it to the parent / carer and the child in advance so that they are aware of the way it will be used to represent cricket and the Cricket Organisation.

Consent in respect of matches and training sessions can be given by proxy by the team coach but only after the parent / carer has given consent to the coach doing so before the match / training session

4 Inform the child. Each child should be informed a person will be taking photographs, recording a video or audio or live streaming the match / training session.

4 Ask the child for consent. If the child is over 16, ask the child for consent to ensure they are aware of the way the image or audio visual material is to be used to represent cricket and the Cricket Organisation and that they are happy for this to happen.

5 Combining name and image. If a child is named (or is otherwise identifiable by, for example, a nickname), avoid using their image alongside the name. If an image is used, avoid naming the child.

There are some circumstances where this will not apply such as when overlaying scorecard data and the player's video footage or using a display name which is publicly seen but is different to the scorecard name

6 Clothing. Only use images of children in appropriate kit to reduce the risk of inappropriate use, and to provide positive images of the children.



NORMANDY CRICKET CLUB

7 Social media. Be aware that there can be negative consequences to sharing images linked to information about children on social media. Care should be taken when considering "tagging".

8 Privacy settings. Ensure that adequate privacy settings are in place either restricting or allowing access to photos, personal information, comments about others, friends and followers on social media.


9 Inappropriate image capture. Clubs, Welfare Officers and other volunteers should be aware and vigilant that some people may use sporting events as an opportunity to take inappropriate photographs or film footage of children.

10 Concerns and complaints. Concerns regarding inappropriate, or intrusive, photography at a match should be reported to the Club Welfare Officer. The Club Welfare Officer should deal with this immediately by talking to the person concerned and asking them to desist. If the Club Welfare Officer is not present a responsible adult from the club should do so. All such incidents should be recorded and reported in the same manner as any other safeguarding concern. Children should be informed that if they have concerns, they can report these to the coach or team manager.

Comply with relevant social media policies

Each social media platform has its own policy for streaming and uploading content. It is your Cricket Organisation's responsibility to familiarise yourself with the relevant policies and to comply with them.

In respect of League matches and activity, each League requires that its social media policy is fully observed and that any clips that players or members of a Club may take from Streams, Photos and Recordings are not used to criticise or vilify any player, umpire or official. You should obtain a copy of relevant League social media policies from the League.

Signed: 

NCC Chair

Dated: *15th May 2023*

Next Review date: April 2024



NORMANDY CRICKET CLUB

Appendix 1 – Venue Streaming / Photography / Filming Notice

This match is being [live streamed] [photographed] [recorded] by Normandy Cricket Club and it may be shown or published on websites and social media. You can see our privacy notice at [specify where they can access the privacy notice e.g. a link to the Club's website]

Some footage may be shared with the Association of Cricket Officials for the training and development of umpires.

Please do not stream or post images of other people's children online or tag them in any posts you upload on social media without the permission of their parent or carer.

If you have any concerns, please contact Russell Home – NCC Hon Secretary at nccsecretary@hotmail.com

NORMANDY CRICKET CLUB



Appendix 2 – Streaming/Photography Privacy Notice:

Normandy Cricket Club is to create a Privacy Policy for Live Streaming and provide to all participants who may be filmed:

Guidance from ECB on the Privacy policy is:

content of a privacy notice

You will find details of what your privacy notices need to include in Articles 13 and 14 of the UK GDPR but a summary is as follows:

- name and contact details for your Cricket Organisation
- the categories of personal data that will be captured – if you are capturing streams, photographs, recordings or any other audio-visual materials, these will need to be included in your privacy notice
- the source(s) of the personal data – if you get it from someone else such as another Cricket Organisation, other persons attending the match or media/production agencies
- the purposes for which the streams / photographs / recordings will be used. For example, this may include developing and creating materials for new training programmes and initiatives and creating materials for publicity, use in marketing and advertising initiatives

Remember:

- if you want to use images captured of an incident (even if the umpire has not seen or reported the incident), this must be included in your privacy notice along with reasons for using those images/recordings
- if you want to use images captured for disciplinary purposes, this must be included in your privacy notice (see Step 2 above)

- whether you will be sharing the any of the streams / photographs / recordings and, if so, who with and for what purposes

If the Association of Cricket Officials will use any of the footage for training and development of umpires this will count as sharing

- the legal basis for you obtaining / using / sharing the streams / photographs / recordings

This will probably be consent of the individual for most activity although consent is only an appropriate legal basis if the individual has a genuine choice over whether they consent or not. You will find a list of legal basis options in the UK GDPR and the Data Protection Act 2018.

Remember, each purpose and each act of sharing will need to have a legal basis.

- how long you will keep the streams / photographs / recordings (you should be able to get this information from your Cricket Organisation's policy (see Step 3 above))
- if you rely on consent as your legal basis, the consequences of consent being withheld or withdrawn
- which countries the streams / photographs / recordings will be streamed to / published / shared if it is outside of the European Economic Area
- details of the legal rights of the individuals under data protection law

You will find details of these rights in Chapter III of the UK GDPR



NORMANDY CRICKET CLUB

Appendix 3 – Consent Request:

Example

This example is for illustration purposes only and may not reflect all of the needs of your Cricket Organisation. You should take independent advice before using any part of it and adapt it to your own requirements and circumstances

Normandy Cricket Club will be [making a live stream] [videoing] [taking photographs] of the match between [specify the names of the teams] on [specify the date] at [specify the venue] (the “Match”). In taking part in or attending the Match you may be [included in the live stream (“Live Stream”)] [photographed or recorded on audio and/or video (which may include any recording made of a Live Stream (the “Audio Visual Materials”))]. Normandy Cricket Club would like to use the [Live Stream] [Audio Visual Materials] for promoting cricket, encouraging participation in cricket and/or for training and education purposes (the “Agreed Purposes”).

Please confirm whether you are happy for us to do so by completing this Consent Form.

Our privacy notice includes details of how we will use and protect your personal data and your legal rights in respect of it. You can get a copy from [SPECIFY CONTACT DETAILS AND/OR LINK TO PRIVACY NOTICE ON CLUB’S WEBSITE]

[SPECIFY THE DATA FIELDS THAT THE INDIVIDUAL IS TO COMPLETE, FOR EXAMPLE:

Name (first name and last name)

Telephone number

Email address

I will be attending the Match in the capacity of

Member of staff (specify role)

Coach

Umpire / official

Volunteer

Parent / carer

Other (please specify) TICK ALL THAT APPLY]

DECLARATIONS

1) I understand that Normandy Cricket Club may [make a Live Stream] [take Audio Visual Materials] of the Match. I understand that cricket is a team game and that, when I attend the Match which is being [live streamed] [photographed] [recorded] it may be unavoidable for me to feature in the [live stream] [photographs] [recordings].

2) If I do not give consent for the use of my image or voice to be used as described in this Consent Form, I acknowledge that Normandy Cricket Club will try to avoid taking any specific images or recordings or camera shots of me and, where that is not reasonably feasible, they will obscure or crop my image in any publication and will not use my voice in any published materials.

3) I understand that, by being [included in the Live Stream] [being photographed or recorded] I may acquire some rights such as copyright, performing rights or moral rights in the [Live Stream] [Audio Visual Materials] that feature me but I agree that those rights will belong to



NORMANDY CRICKET CLUB

Normandy Cricket Club and/or that I am waiving them in favour of Normandy Cricket Club and/or the [sponsor of the Match][sponsor of name of Club] so that they can use the [Live Stream] [Audio Visual Materials] as described to me in this Consent Form.

4) I understand that once the [Live Stream] [Audio Visual Materials] are in the public domain, Normandy Cricket Club will not have any control over any unauthorised third party or any use of them.

5) I understand that I do not have to give my consent to the [Live Stream] [Audio Visual Materials] that feature me, but that, if I do, I will be agreeing to the [Live Streams] [Audio Visual Materials] being used for the Agreed Purposes.

6) I acknowledge that if I make a live stream or take Audio Visual Materials at the Match, which include other people, it is my responsibility to get all necessary permissions before posting them on social media or sharing those live streams or Audio Visual Materials. If any person attends the Match with me, I will explain to them that the same responsibility applies to them.

Important. Please be aware, if you consent to the [Live Stream] [recording of Audio Visual Materials] which feature you, they may be used in every possible media such as on websites, in advertising / marketing materials, in broadcasts, in training materials, in stadium promotions, in printed publications and communications, and on social media channels.

If you have any concerns, please contact Russell Home – Hon Secretary at nccsecretary@hotmail.com.

CONSENTS

[Live streaming] [Inclusion in Audio Visual Materials] and use by Normandy Cricket Club for the Agreed Purposes:

I consent

I do not consent

[Live streaming] [Inclusion in Audio Visual Materials] by [Match sponsor][sponsor of name of Club]

I consent

I do not consent

Signature

Signature Name (please print first and last name)

Date Signed



NORMANDY CRICKET CLUB

Appendix 4 – Parent / Guardian Consent Request:

Example

This example is for illustration purposes only and may not reflect all of the needs of your Cricket Organisation. You should take independent advice before using any part of it and adapt it to your own requirements and circumstances

Normandy Cricket Club will be [making a live stream] [videoing] [taking photographs] of the match between [specify the names of the teams] on [specify the date] at Normandy Cricket Club (the “Match”). In taking part in or attending the Match the child(ren) named below may be [included in the live stream (“Live Stream”)] [photographed or recorded on audio and/or video (which may include any recording made of a Live Stream (the “Audio Visual Materials”))]. Normandy Cricket Club would like to use the [Live Stream] [Audio Visual Materials] for promoting cricket, encouraging participation in cricket and/or for training and education purposes (the “Agreed Purposes”). Please confirm whether you are happy for us to do so by completing this Consent Form.

Our privacy notice includes details of how we will use and protect your personal data and that of the child(ren) named below and the legal rights you each have in respect of it. You can get a copy from [SPECIFY CONTACT DETAILS AND/OR LINK TO PRIVACY NOTICE ON CLUB'S WEBSITE]

[SPECIFY THE DATA FIELDS THAT THE INDIVIDUAL IS TO COMPLETE INCLUDING SPACE FOR NAMES OF CHILDREN FOR WHICH THE CONSENT FORM APPLIES AND THE RELATIONSHIP THE ADULT HAS TO THE CHILDREN NAMED, FOR EXAMPLE:

Details of child(ren) participating in the Match

Name (please print first and last name) Age

Child 1

Child 2

Child 3

Child 4

Details of the parent/carer (as applicable) of the child(ren) listed above

Name:

Telephone number:

Email address:

Relationship to child(ren) listed above

Parent

Carer

DECLARATIONS

1) I understand that Normandy Cricket Club may [make a Live Stream] [take Audio Visual Materials] of the Match.

2) I understand that cricket is a team game and that, when the child(ren) named above attend the Match which is being [live streamed] [photographed] [recorded] it may be unavoidable for the child(ren) named above to feature in the [live stream] [photographs] [recordings].

3) If I do not give consent for the use of the image or voice of the child(ren) named above to be used as described in this Consent Form, I acknowledge that Normandy Cricket Club will try to avoid taking any specific images or recordings or camera shots of the child(ren) and, where that



NORMANDY CRICKET CLUB

is not reasonably feasible, they will obscure or crop his/her/their image in any publication and will not use his/her/their voice(s) in any published materials.

4) I understand that, by being [included in the Live Stream] [being photographed or recorded] the child(ren) named above may acquire some rights such as copyright, performing rights or moral rights in the [Live Stream] [Audio Visual Materials] that feature him/her/them, but I agree that those rights will belong to Normandy Cricket Club and/or that I am waiving them on behalf of the child(ren) in favour of Normandy Cricket Club and/or the [sponsor of the Match] [sponsor of name of Club] so that they can use the [Live Stream] [Audio Visual Materials] as described to me in this Consent Form.

5) I understand that once the [Live Stream] [Audio Visual Materials] are in the public domain, Normandy Cricket Club will not have any control over any unauthorised third party or any use of them.

6) I understand that I do not have to give my consent to the [Live Stream] [Audio Visual Materials] that feature the child(ren) named above, but that, if I do, I will be agreeing to the [Live Streams] [Audio Visual Materials] being used for the Agreed Purposes.

7) I acknowledge that if I make a live stream or take Audio Visual Materials at the Match, which includes other people, it is my responsibility to get all necessary permissions before posting them on social media or sharing those live streams or Audio Visual Materials. If any person attends the Match with me, I will explain to them that the same responsibility applies to them.

Important. Please be aware, if you consent to the [Live Stream] [recording of Audio Visual Materials] which feature the child(ren) named above, they may be used in every possible media such as on websites, in advertising / marketing materials, in broadcasts, in training materials, in stadium promotions, in printed publications and communications, and on social media channels.

Safeguarding. The ECB's guidance on the use of images of children is available on www.ecb.co.uk/safeguarding. Normandy Cricket Club will take steps to ensure that [Live Streams] [Audio Visual Materials] that feature the child(ren) named above are used solely for the purposes described in this consent form. If you become aware that these images are being used inappropriately you should inform the Club Designated Safeguarding Lead or ECB Safeguarding Team immediately; safeguarding@ecb.co.uk

If you have any concerns, please contact Russell Home – Hon Secretary at nccsecretary@hotmail.com.

CONSENTS

[Live streaming] [Inclusion in Audio Visual Materials] and use by Normandy Cricket Club for the Agreed Purposes

I consent

I do not consent

[Live streaming] [Inclusion in Audio Visual Materials] by [Match sponsor] [sponsor of name of Club]

I consent

I do not consent

Signature of parent/carer

Name of parent/carer (please print first and last name)

Date signed