



EGLINTON JUNIOR
CRICKET CLUB

Eglinton Junior Cricket Club

Social Media and Image Use Policy

The **Eglinton Junior Cricket Club** is committed to ensuring a safe and respectful environment for all participants, both on and off the field. As part of our ongoing efforts to promote the Club's activities and showcase the achievements of our players, coaches, and volunteers, images and videos may be taken during matches, training sessions, and other Club-related events.

This policy outlines how the Club will manage the use of images, including photographs and videos, to ensure that they are used appropriately and in alignment with the best interests of all participants, particularly children.

Permission to Take and Use Images

- **Requesting Permission:** Before any photographs or videos are taken of children participating in Club activities, the Club will ask parents/guardians for permission. This will typically be done at the beginning of the season or when registering a child for the Club.
- **Ownership of Images:** All photographs, videos, and other media taken by the Club at Club events are the property of the **Eglinton Junior Cricket Club**. The Club holds the right to use these images as outlined in this policy.
- **Usage of Images:** The Club may use images and videos for a variety of purposes, including, but not limited to:
 - **Social Media:** Sharing images and videos on the Club's official social media channels (Facebook, Instagram, etc.) to showcase events, achievements, and promote activities.
 - **Website:** Posting images on the Club's website to highlight Club events, achievements, and activities.

- **Email Communications:** Including images in emails to Club members, sponsors, and stakeholders.
- **Promotional Materials:** Using images in Club promotional materials such as flyers, brochures, posters, and advertisements.
- **Types of Images:** The Club will make every effort to ensure that images taken represent the positive and fun aspects of cricket and the Club's activities, highlighting the sportsmanship, team spirit, and individual achievements of players.

Parental Rights and Opting Out

- **Opting Out of Photography:** Parents/guardians who do not wish for their child to be photographed or filmed during Club events must inform the Club in writing. This can be done by contacting the Club Secretary or through the registration process.
- **Alternative Arrangements:** If a parent/guardian chooses to opt out of photography or filming, the Club will take reasonable measures to ensure their child is not photographed or filmed. However, please note that this may not be possible in certain group settings (e.g., large crowds or during public events), and the Club cannot guarantee that their child will not appear in the background of any images taken.
- **Changing Preferences:** If, at any time during the season, a parent/guardian wishes to change their consent status, they should notify the Club immediately.

Safeguarding and Privacy Considerations

- **Safe and Appropriate Use:** The Club is committed to safeguarding the privacy and well-being of all participants. Images shared on social media or used in promotional materials will be appropriate, respectful, and in line with the values of the Club.
- **Personal Information:** The Club will not share any personal information about a child (e.g., full names, contact details, etc.) alongside images, unless explicit consent is given.
- **Privacy Protection:** The Club will ensure that images posted on social media or used in any public materials are respectful of the privacy of the children involved. Any images shared will focus on celebrating participation and achievement in the sport, without compromising the child's privacy.

Responsibility of Parents/Guardians

Parents/guardians have an important role in managing their child's image rights. If a parent/guardian has any concerns regarding the use of images, they should:

- Contact the Club directly to express their preferences.

- Notify the Club if they no longer wish for their child's images to be used for any of the purposes outlined above.

Consequences of Non-Compliance

If any parent, guardian, or participant is found to be in breach of this policy (e.g., by sharing images of other children on social media without permission), the Club will take appropriate action in accordance with its disciplinary procedures.

Changes to the Policy

The Eglinton Junior Cricket Club reserves the right to amend this Social Media and Image Use Policy at any time. Any changes to the policy will be communicated to parents/guardians.

Acknowledgment

By registering their child to participate in the Eglinton Junior Cricket Club, parents/guardians acknowledge and agree to the terms outlined in this policy regarding the use of images.

This policy ensures that the Club can promote its activities, celebrate achievements, and maintain the highest standards of privacy and safety for all participants. Should you have any questions or concerns about this policy, please feel free to contact the Club directly.