

# LIVE STREAMING GUIDANCE



## Purpose and Scope

This policy sets out Lancashire Cricket Foundation and your League's approach to the live streaming of cricket matches and events, ensuring all activity is compliant with ECB guidelines and promotes a safe, inclusive, and respectful environment. It applies to all livestreaming undertaken by the Foundation, partner clubs, schools, and affiliated groups.

## Policy Statement

Lancashire Cricket Foundation recognises the value of live streaming in increasing accessibility, visibility, and participation in cricket. However, live streaming must be conducted responsibly, prioritising safeguarding, data protection, and ethical use of technology in line with ECB policy.

## Objectives

- To ensure that all livestream content is created and shared in a safe and respectful manner
- To protect the welfare of children, young people, and vulnerable adults
- To provide clear expectations and responsibilities for staff, volunteers, and contractors
- To ensure GDPR and data protection compliance

## Approval and Risk Assessment

Before live streaming (including videos and photography)

- Written consent must be obtained from all players, parents/guardians (for under 18s), match officials (ACO Umpires will provide their consent via the ACO), and relevant staff during the clubs membership and sign-up processes at the start of each season

## Consent and Image Use

- Parental/carer consent is mandatory for any player under 18 to appear in livestreams
- The club safeguarding officer must provide the team captain with details of anyone who does not give consent to livestream/videos/photography allowing them to inform other officials on match day
- If consent has been given, the captain will then sign the team sheet on behalf of their club, players and officials confirming consent has been given by their team to be livestreamed
- The team sheet will be handed back to the host club at the end of the match and be held onsite for the rest of the month. If this is not possible, the umpire will retain the team sheet, again holding this record for the remainder of the month
- A media consent register must be maintained and referenced
- Anyone who has not given consent must be excluded from footage, if this is not possible, live streaming or recording **cannot** proceed.
- Players/parents/officials retain the right to withdraw consent at any time.
- Signs must be placed around club grounds informing spectators livestreaming/recordings/photography is in place. It is then their choice to remain onsite, or not.
- Signs must also be placed around the ground asking spectators to refrain from taking their own videos/pictures of the match.

## Safeguarding Protocols

- Live streams must be monitored by an appointed Safeguarding Officer
- Delayed streaming or a time buffer (30 seconds) is recommended to prevent inappropriate live content being broadcast

- Commentary must be professional, respectful, and avoid any inappropriate references
- The stream must not include any changing rooms, medical treatment areas, or other private settings

### **Technical and Platform Requirements**

- Only authorised platforms (YouTube, Vimeo, or ECB-supported platforms) may be used
- Streams must be password-protected or shared via secure links for private events (e.g., junior cricket)
- Recorded footage must be stored securely and retained only for as long as necessary
- Live chat/comment functions should be disabled or closely moderated

### **Conduct and Commentary**

- All commentary must follow the ECB Code of Conduct, with zero tolerance for discrimination, bias, or abusive language
- Commentary teams must be briefed in advance and may be removed from broadcast duties for breaching this policy

### **Data Protection and Retention**

- All content is subject to the UK GDPR and the Data Protection Act 2018
- Personal data (names, ages, clubs) must only be shared with appropriate consent
- Archived streams must be reviewed annually and deleted where appropriate

### **Reporting Concerns**

Any inappropriate content, safeguarding issues, or technical breaches must be reported immediately to:

- LCF Safeguarding Lead: [safeguarding@lancashirecricket.co.uk](mailto:safeguarding@lancashirecricket.co.uk)
- ECB Safeguarding Team: [safeguarding@ecb.co.uk](mailto:safeguarding@ecb.co.uk)
- Emergency concerns should be escalated to statutory services or the police where required

