



Event Photography and Video Policy

Section: Social Policies
Approved by: Board of Directors

Date of Approval: February 17, 2022
Next Review: April, 2026

Policy Statement

1. Swim BC believes that when used properly photography and videography are excellent tools to celebrate and promote a participant's involvement and achievements within our sport. We also understand that while the great majority of images are appropriate and are taken in good faith, certain images can be misused and/or misinterpreted to put a participant, most notably a minor participant, at risk.

Definitions:

2. The following term has this meaning in this Policy:
 - a) Photography and Videography - a blanket term referring to all forms of image capture, including but not limited to still photography, video recording, social media posts and/or video streaming.

Procedure:

3. In order to minimize risk, all photographs and video taken at Swim BC sanctioned competitions and approved events, whether taken by a professional photographer or videographer, spectator, team support staff or any participant, must observe generally accepted standards of decency - in particular:
 - a) Photography and videography are prohibited from behind swimming blocks at the start of a race or from the other end of the pool;
 - b) Photography and videography are prohibited in locker-rooms or bathrooms or any other dressing or prep area;
 - c) Action shots should be a celebration of the sporting activity and not a sexualized image in a sporting context;
 - d) Action shots should not be taken or retained where the photograph reveals a torn or displaced swimsuit; and
 - e) Avoid images, camera angles and poses that may be more prone to misinterpretation or misuse by others.
4. Failure to adhere to these procedures may be subject to a complaint submitted pursuant to Swim BC's *Discipline and Complaints Policy*. In addition, failure to adhere to these procedures may also result in accreditation being revoked or removal from the event.
5. All event participants and spectators should be made aware of these photography and videography standards with event announcements.
6. It is strongly recommended that event hosts add the following announcement be added to pre-session announcements at all competitions or be posted at the start-end of the pool:

"A reminder to all athletes, coaches, officials, volunteers and spectators: Under NO circumstances are cameras or other recording devices permitted in the area immediately behind the starting blocks during practice or competition starts, OR in locker rooms, bathrooms, or any other dressing area."