



Event Photography and Videography Policy

Section: Safe Sport Policies
Approved by: SBC Board of Directors

Date of Approval: August 2026
Next Review August 2029

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, it is fact that certain images can be misused and/or misinterpreted and may put participants, including children, at risk.

Definitions:

2. The following term has these meanings 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 other individual, 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;
 - e. Avoid images, camera angles and poses that may be more prone to misinterpretation or misuse by others.

Failure to adhere to these procedures are subject to Swim BC's *Code of Conduct and Ethics*.

Swim BC requires a safe and positive Swim BC sport environment. There is an expectation, at all times, of appropriate behaviour consistent with Swim BC's values, mission, and objectives. Failure to adhere to these procedures may also result in accreditation being revoked or removal from the event.

All event participants and spectators should be made aware of these photography and videography standards with event announcements, and suggests that the following announcement be added to pre-session announcements at all competitions or 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."

Where any of the above procedures and requirements are in conflict with the policies of the facility where the event is held, these procedures will take precedence and/or the event manager will negotiate, with the facility management, mutually acceptable procedures that meet or exceed the above procedures and requirements.