



WEBSITE and PUBLICATIONS POLICY

**Approved by the BC Athletics Board of Directors November 24, 2001
Updated February 2019**

The purpose of this document is to provide a framework for managing the BC Athletics website so that the personal privacy of our athletes, coaches, officials, club executive and volunteers is protected wherever necessary. The website is intended to provide a simple and encompassing means of providing information quickly to our members. This policy should encompass both the BC Athletics website and the sites of our member clubs.

1. LAYOUT

The information must be easy to read and in a language that is comfortable to all members. Remember that not everyone knows Athletics (Track & Field, Road & Cross Country Running; Marathons/Ultras, Race Walking, Trail/Mountain Running) terminology and our intent is to reach out to non-members of our sport who might be interested in our programs.

2. ADVERTISING

Advertising on the site must be in accordance with the **BC Athletics Product Endorsement Policy**. It also must be compliant with the clubs and Society Act rules and guidelines, particularly as it pertains to fund raising.

3. SECURITY AND PRIVACY

There must be a privacy statement posted on the website to outline what BC Athletics does with any personal information that is provided by members and clubs.

4. BC ATHLETICS MEMBERSHIP FORM DISCLAIMER

The individual membership forms should include a disclaimer stating that athlete names and performances will be posted on the BC Athletics website as well as individual club sites.

5. CLUB MEMBERSHIP FORM DISCLAIMER

Individual club membership forms and club meet results should also include a disclaimer statement as noted in Item 4 above.

6. PERSONAL INFORMATION ~ GENERAL

- Any information in the public domain, relative to Athletics, is considered appropriate for the site unless a member notifies the BC Athletics staff that such information is not to be posted.
- Public domain information relative to Athletics consists of: rankings of athlete performances [both provincial and national], all meet results [school and club] and any publicity items printed in local newspapers. Newspapers that collect such information have the implied consent of the athletes and/or their parents to publish.
- Meet results are to be considered intact and it is not expected that office staff will spend time deleting the names of athletes from the results before they are posted.
- Individual clubs will have to be aware of any athlete who does not want his/her name published on the site.

7. PERSONAL INFORMATION ~ SPECIFIC

- Information not to be posted on the website would include: personal addresses, phone numbers and email addresses of all members of BC Athletics (unless otherwise approved), club membership lists, BC Athletics membership numbers, financial details of members or clubs, and any information which serves to single out any individual member of BC Athletics.
- Athlete profiles featured on any website must have signed permission forms from any underage athlete and the athlete's parent/guardian before being posted. Athlete profiles include photographs, personal biographies, and personal athletics results.
- Physical information such as height and weight about athletes should not be posted on sites.
- Some sites contain secure areas for members to check minutes, membership lists, etc., but these areas can still be accessed by non-members or previous club members so such areas are not recommended for general use.

8. PERSONAL PHOTOGRAPHS

- Photographs taken in a public setting of small or large groups of athletes would not require specific approval to be posted.
- Photographs of award winners from the U16 (ages 14 and 15) and older age categories could be identified by individual names.
- Photographs of Junior Development awards winners should only be identified by general references to age categories or events and not by individual names. For example: Long Jump Medal Winners at the BC Junior Development Championship Meet.