



MTMHA MEMBERSHIP PERSONAL IMAGE, INFORMATION AND LIKENESS POLICY

Purpose

This policy outlines how Mooretown Minor Hockey association (hereafter “the Organization”) handles the collection, use, and distribution of photographs, videos, audio recordings, and other personal information (e.g., names) of minor players. The goal is to protect the privacy and safety of youth participants while enabling the Organization to promote its activities responsibly.

2. Scope

This policy applies to all players under the age of 18 and governs:

- Use of photographs and videos from games, practices, tournaments, and events
 - Publication of players' names and/or identifying details
 - Consent procedures for media usage
 - Social media and website content
 - Third-party media (e.g., news outlets, parents, sponsors)
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3. Legal Framework

This policy complies with:

- **Ontario’s Personal Health Information Protection Act (PHIPA)**
 - **Federal Personal Information Protection and Electronic Documents Act (PIPEDA)**
 - **Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)**
 - **Ontario Human Rights Code**
 - **Applicable Hockey Canada and Ontario Minor Hockey Association (OMHA) regulations**
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4. Consent Requirements

- **Written consent** is required from a parent/legal guardian for any use of a minor's name, image, likeness, or voice in materials that may be published, shared, or broadcast.
- Consent is collected annually during registration via a **Media Release Consent Form** (see Appendix A).
- Parents may choose:
 - Full permission (name, image, video)
 - Partial permission (image only, no name)
 - No permission

If no form is submitted, the default assumption is no media use permitted.



5. Acceptable Use of Media

The Organization may use approved media for the following purposes:

- Promoting games, practices, and events
- Recognizing athlete achievements
- Sharing news on the official website or social media
- Internal training and coaching materials
- Fundraising and sponsorship promotion
- Press releases (if approved by parent/guardian)

Media will **not** be used for:

- Commercial sale
- Endorsements or advertising unrelated to the Organization
- Any use deemed inappropriate, offensive, or harmful

6. Publication of Names

- A minor's **full name** will only be published with **explicit parental consent**.
- In most cases, only **first name and last initial** will be used.
- Game rosters and scoresheets (as required by league rules) may include full names, but will not be shared publicly without consent.

7. Storage and Security of Media Files

- Digital files are stored securely on password-protected systems.
- Access is limited to designated staff, board members, and approved volunteers.
- Files are retained for a maximum of **5 years** or until a player reaches the age of 18, whichever comes first, unless continued use is authorized.

8. Third-Party Media and Spectators

The Organization **cannot control or prevent** third parties (e.g., spectators, media, parents) from taking or sharing images at public events.

- Parents will be reminded of privacy expectations and asked to respect other families' preferences.
- News outlets and sponsors must obtain separate consent if featuring an individual minor.

9. Social Media Guidelines

All Organization-run social media accounts must adhere to this policy. Posts should:

- Avoid identifying minors by full name without consent
- Not tag individual minors unless previously agreed
- Avoid sharing images that may be embarrassing or harmful
- Take down content upon reasonable request from a parent or guardian



Volunteers and coaches are discouraged from sharing player images on personal accounts unless authorized.

10. Revoking Consent

Parents/guardians may withdraw consent at any time by submitting a **Media Withdrawal Request Form** in writing.

- Upon withdrawal, no new media will be used.
 - Existing published material will remain unless deemed harmful or at the Organization's discretion to remove.
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11. Enforcement and Complaints

Anyone who believes this policy has been violated may file a complaint with the Organization's **VP Risk Management**.

Violations may lead to disciplinary action, including removal of media or restrictions on media access.

12. Policy Review

This policy will be reviewed annually by the Board of Directors and updated as necessary to reflect legal and technological changes. Policy will also be updated when new Vice President Risk Management is voted in.

13. Contact Information

Privacy Officer / Media Contact

Derek Gibbs

MTMHA

VP Risk Management

mtmhariskmanagement@mooretownminorhockey.com



Appendix A – Media Release Consent Form

Mooretown minor Hockey Association

This form must be completed by the parent or legal guardian of any player under the age of 18.

Player Information

- **Full Name of Player:** _____
- **Date of Birth (YYYY/MM/DD):** _____
- **Team / Division:** _____

Parent / Guardian Information

- **Full Name of Parent/Guardian:** _____
 - **Relationship to Player:** _____
 - **Email Address:** _____
 - **Phone Number:** _____
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Consent for Use of Media

I, the undersigned parent or legal guardian of the minor named above, hereby:

1. **Authorize** Mooretown Minor Hockey Association (the “Organization”) to record, use, and publish photographs, video recordings, and/or audio recordings of the minor named above taken during games, practices, tournaments, or other hockey-related activities.
 2. **Grant permission** for the Organization to use the media described above, along with the minor’s name (as selected below), in any of the following:
 - Websites and social media accounts managed by the Organization
 - Newsletters, promotional materials, event programs
 - Media coverage and public relations
 - Training or educational purposes
 - Internal club communications and archives
 3. **Acknowledge** that this consent is voluntary and that no compensation or royalty will be paid.
 4. **Understand** that the Organization will store all media securely and that I may withdraw this consent **in writing to VP Risk Management** at any time (which will apply only to future uses, not retroactively).
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Consent Options

Please check **ONE** option:

- ☐ **Full Consent:** I give permission for my child's image, video/audio, and **full name** to be used as described above.
 - ☐ **Limited Consent:** I give permission for my child's image, video/audio, and **first name + last initial only** to be used.
 - ☐ **Anonymous Consent:** I give permission for my child's image/video/audio to be used, but **do not allow any name** to be published.
 - ☐ **No Consent:** I do **not** give permission for my child's name, image, or likeness to be used in any media.
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Signature & Acknowledgment

By signing below, I confirm that I have read and understood the Media Use Policy and this Consent Form, and that I am authorized to provide consent on behalf of the minor listed above.

Parent/Guardian Signature: _____

Date: _____