

<b>POLICY SECTION:</b>	<b>ORGANIZATION – RISK MANAGEMENT</b>	<b>PROCEDURE #</b>	<b>O-002-10</b>
<b>RESPONSIBILITY:</b>	<b>Chief Operating Officer</b>		
<b>SUBJECT:</b>	<b>PHOTOGRAPHY, VIDEOGRAPHY AND CELLPHONE USE PROCEDURE</b>	<b>EFFECTIVE</b>	MAY 2025
<b>AUTHORIZED BY:</b>	<b>CHIEF EXECUTIVE OFFICER</b>	<b>LAST REVISED</b>	APRIL 2025

Swim Ontario believes that, when used properly, photography and videography are excellent tools to celebrate and promote one’s involvement and achievements within the 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 Swim Ontario participants, most notably children, at an increased risk of bullying, abuse, and misconduct.

## 1. Definitions

The following term has meaning in this document:

**“Behind the Swimming Blocks”** – any area behind the swimming blocks, including but not limited to, pool deck areas, spectator stands, observation areas, and water areas. Behind the Swimming Blocks does not include award areas where the Cellphone, Photography, and Videography recording device is pointed away from the starting block area.

**“Cellphone”** - a portable phone with access to a cellular radio system so it can be used over a wide area, without a physical connection to a network; (i.e. a mobile phone).

**“Consent”** - permission given by the subject to capture their image/actions by means of Photography and Videography.

**“Official Photographer/videographer”** – is, the individual(s) directly approved by Swim Ontario, tasked with capturing official images at Swim Ontario Sanctioned or Approved Events.

**“Photography /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.

**“Photography and Videography as a Coaching Tool”** - performed by a certified coach, approved sport science contractor, or support staff, for the purposes of coaching. This Photography or Videography may include any training area, except the Prep Area, and must include participant consent, appropriate lines of sight and camera angle; and contain only content that is consistent with this procedure.

**“Prep Area”** - Areas designated for massage, physical therapy, paramedical, and or medical treatment, or ready room.

**“Swim Ontario Sanctioned or Approved Event”** - including but not limited to, events, practices, tour teams, training camps, and competitions whether hosted/organized by Swim Ontario, a Region, or a Member Club.

## 2. Procedure

In order to minimize risk and provide protection for participants, all Photography and Videography taken at Swim Ontario-sanctioned or approved events, whether taken by a professional photographer or videographer, spectator, team support staff, athlete, coach, official, spectator or any other participant, must observe generally accepted standards of decency - in particular:

- a) Cellphone use, Photography, and Videography are prohibited from Behind the Swimming Blocks, except as use for a Coaching Tool at practices and training.
- b) Photography and Videography Behind the Swimming Blocks is strictly prohibited (including as a Coaching Tool) during Swim Ontario Sanctioned Competitions for everyone except the Official Photographer.
- c) The Official Photographer is permitted to take photographs Behind the Swimming Blocks after the start of the race, to capture the head on angle, turns, finishes, celebrations, and also must comply with paragraph (f) below.
- d) All Swim Ontario participants are required to comply with any photography and videography rules that may be applicable at the event facility by the facility owner or operator.
- e) Cellphone use, Photography, and Videography are prohibited in locker rooms, bathrooms or any other dressing or Prep Areas; and,
- f) Photography and Videography images, camera angles, and poses are prohibited if they:
  - i may be prone to misinterpretation or misuse by either the photographer or others;
  - ii are demeaning;
  - iii are sexualized in nature; or
  - iv are taken without consent of the subject

## 3. Implementation

All event participants and spectators should be made aware of these photography and videography standards by:

- (a) The Host Club or Meet Manager providing a copy of this policy to participants as part of the competition package;
- (b) Clubs providing a copy of this policy or a link to this policy to its participants and parents at the beginning of each season;
- (c) The Host Club or Meet Manager erecting signage at Swim Ontario Sanctioned or Approved Event at appropriate locations Behind the Blocks and at meet entrances. Sample signage is attached to this policy as Schedule A.

Nothing in this procedure is intended to limit the application of the [Code of Conduct](#). Failure to adhere to this procedure is subject to the [Code of Conduct](#). and may be subject to disciplinary proceedings.

**Responsibility**
**Action**

Competition Coordinator	To make reasonable efforts to ensure that this Swim Ontario procedure is followed at all approved or sanctioned competitions, to provide guidance to Host Clubs and Meet Managers regarding signage and monitoring for compliance, and to report to Swim Ontario as necessary.
Host Clubs & Meet Managers	To make reasonable efforts to ensure all event participants and spectators are aware of these photography, videography and cellphone standards by erecting the required signage and providing a copy of this policy to participants as part of the competition package. Confirm directly with Swim Ontario Photographer/videographer approval prior to the Swim Ontario Sanctioned or approved event
Club Staff & Board of Directors	To ensure that all club participants are provided with a copy of this procedure at the beginning of each season, to use best efforts to monitor participant and spectators' usage of photography, videography and cellphone during club activities and to notify Swim Ontario's Chief Operating Officer of potential violations of this procedure.
Swim Ontario or Regional Tour Team, Training Camp, etc., Personnel	To ensure that all event participants are provided with a copy of this procedure, to ensure that signage providing notice of this procedure is posted for spectators, and to use best efforts to monitor participant and spectators' usage of photography, videography and cellphone usage during Swim Ontario or Regional Tour Team, Training Camp and other Swim Ontario approved selection activities.
<b>Please note that while every effort is taken to ensure accuracy, this Procedure may have changed. Please contact Swim Ontario staff for any assistance or additional information.</b>	

**SCHEDULE A - PHOTOGRAPHY, VIDEOGRAPHY AND CELLPHONE USE PROCEDURE  
For Publication and Distribution**

All Photography and Videography taken at this event, whether taken by a professional photographer or videographer, spectator, team support staff, athlete, coach, official, spectator or any other participant, must observe generally accepted standards of decency - in particular:

- a) Cellphone use, Photography, and Videography are prohibited from Behind the Swimming Blocks except for the Official Photographer.
- b) The Official Photographer is permitted to take photographs Behind the Swimming Blocks after the start of the race, to capture the head on angle, turns, finishes, celebrations, and also must comply with paragraph (e) below.
- c) All Swim Ontario participants are required to comply with any photography and videography rules that may be applicable at the event facility by the facility owner or operator.
- d) Cellphone use, Photography, and Videography are prohibited in locker rooms, bathrooms or any other dressing or Prep Areas; and,
- e) Photography and Videography images, camera angles, and poses are prohibited if they:
  - i may be prone to misinterpretation or misuse by either the photographer or others;
  - ii are demeaning;
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**Additional details and definitions can be found on Swim Ontario's Website.**