



CMHA'S PRIVACY & DIGITAL MEDIA PRACTICE

I. Privacy

Chestermere Minor Hockey Association (CMHA) promotes respecting its members right to confidentiality.

As a member of Hockey Canada and Hockey Alberta, CMHA adheres to the applicable Privacy Policies of both entities. Please refer to the Hockey Alberta and the Hockey Canada Privacy Policy documents to learn more about how CMHA uses and protects personal information.

- Hockey Alberta (<https://www.hockeyalberta.ca/privacy-policy/>)
- Hockey Canada (<https://www.hockeycanada.ca/en-ca/corporate/about/privacy-policy>)

All members of CMHA must comply with the above Privacy Policies. Should you have any questions or have require additional information in regards to these policies, or with respect to the use and distribution of personal information, you may reach out to CMHA's Privacy Officer (privacyofficer@chestermereminorhockey.ca).

II. Digital Media

In addition to the collection of your personal information for CMHA's purposes, your player may be shown in a photograph, video, or other digital media in any CMHA publication, including web-based publications and social media, as well as team photographs and memorabilia, without payment or other consideration.

i. Photograph Sharing Guidelines

Uploading photos and videos onto social media services and websites can be a great way to share memorable moments with friends and family, but there can be risks associated with posting photos and videos of children online. There are some things that can be done to reduce the risk of photos and videos being shared more widely than intended.

In public places, individuals have the right to take a photo unless it has been taken in a way that is offensive or makes a nuisance to those in the vicinity. Once posted online, any photo or video can be shared, copied and/or manipulated. Individuals may not be able to control how a photo or video is used by others, so consideration should be made regarding:

- Who might be able to see these photos?
- Is there anyone else in this photo (be mindful that some people may not want their image to be published)?
- Will this photo offend anyone?
- Are there any identifying details in the photo (including personal information such as your names, landmarks, etc.)?

When uploading photos and videos, individuals should check privacy settings on the social media services being used, as well as on their device. Privacy settings can be changed to control who sees photos.



Other ways that may give more control when sharing photos and videos include:

- sharing photos by email;
- using a secure online portal (secure online facility enabling organizations to authorize access through secure passwords); and
- multimedia messaging service (a standard way to send messages that include photos and videos over a cellular network).

Individuals should consider how and where they share any photographs taken of CMHA players and teams. The intention in most cases is to share moments from the season, but care should be taken to ensure that no harm comes to players, coaches, or members of the association as a result of images shared or posted.

Given the public nature of the facilities within which games and other team activities occur, parents should not expect complete privacy, with regards to photographs being taken and/or shared of their child. Photos shall not be taken in the dressing rooms while children may be in a state of undress.

ii. Social Media and Networking

Social Media and Networking encompasses public communications through mediums such as (but not limited to): text, picture, and video messaging, Twitter, Facebook, Snapchat, Instagram, LinkedIn, and any other social media network that allows users to communicate online, as well as other forms of electronic communication.

The CMHA recognizes and appreciates the value of social media and the importance of social networking to all its stakeholders. The CMHA also respects the right of all teams and personnel to express their views publicly. The purpose of this Practice is to educate the CMHA Community on the risks of social media and to ensure all teams and personnel are aware that conduct deemed to be inappropriate will be subject to disciplinary action by the CMHA.

When using social media and networking mediums, the CMHA community must always assume that they are representing the Association and the CMHA Governing Associations. All members of the CMHA community should remember to use the same discretion with texting, social media and networking as they do with other traditional forms of media.

iii. Social Media Guidelines

- i. CMHA holds the entire CMHA Community who participates in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
- ii. Comments or remarks of an inappropriate nature which are detrimental to a Team, the Association or an individual will not be tolerated and will be subject to disciplinary action.
- iii. It should be recognized that social media and comments such as texting are “on the record” and can be instantly published and available to the public and media. Everyone including Association and/or team personnel, players, corporate partners, and the media can review social media communications. Individuals should always conduct themselves in an appropriate and professional manner .



- iv. Individuals should refrain from divulging confidential information of a personal or team related nature. Revealing business or game strategy that could provide another team or individual a competitive advantage should be avoided. Furthermore, injury information or other information about any player that is not considered public should not be disclosed at any time.
- v. Best judgment should always be used – individuals are reminded to pause before posting or sending posts or comments. Once comments are posted or sent, the sender may not be able to retract them. Ultimately, individuals are solely responsible for their comments and any repercussions resulting from their personal communication.
- vi. If you elect to participate in an outside network where individual participation may reflect in any way on CMHA, you must request approval from the Association.

iv. Photo, Print Media and Social Media Opt-Out

Photos on the website are provided by parents, coaches, the CMHA Executive, One Shot Photography and other CMHA members. If you do not wish to participate nor give consent for any of the uses and disclosures described above, and/or if you wish to decline consent to allow your child to be photographed and appear in CMHA publications, or if you have any other concerns, please contact CMHA's Privacy Officer and complete a Photo, Print Media and Social Media Opt-Out Form.

v. Social Media Violations

The following are examples of conduct through social media and networking mediums that are considered violations of the CMHA's Code of Conduct, Hockey Canada and Hockey Alberta policies and practices, and potentially Provincial and Federal legislation. Disciplinary action may be taken by the Association depending upon the nature severity of the infraction.

Examples of violations include (but are not limited to):

- i. Any statement deemed to be publicly critical of officials or detrimental to the welfare of a member team, the Association or an individual.
- ii. Divulging confidential information that may include, but is not limited to the following:
 - player injuries; player movement; game strategies; or
 - any other matter of a sensitive nature to a member team, the Association or an individual.
- iii. Negative or derogatory comments about any of the CMHA teams, the Association, the League(s) and/or CMHA programs, stakeholders, players, or any members of the CMHA.
- iv. Any form of bullying, harassment, intimidation, or threats.
- v. Photographs, video, or comments promoting negative influences or criminal behavior, including but not limited to drug use, alcohol abuse, public intoxication, hazing, sexual exploitation, etc.



- vi. Online activity that contradicts the current policies of the CMHA or any of its member Associations.
- vii. Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the CMHA, Hockey Canada and Hockey Alberta policies in addition to Provincial and Federal regulations on these matters.
- viii. Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

III. DISCIPLINE

CMHA will investigate reported violation(s) of this policy as deemed appropriate by the Association and applicable legislation. When unacceptable conduct is discovered by CMHA, volunteers or program areas directly controlled by CMHA, details of the unacceptable conduct will be provided for review to the CMHA Executive to execute appropriate action.

CMHA's preference is to educate, inform and help develop positive habits when unacceptable or inappropriate comments or posts occur on its social media channels. When required, disciplinary action or sanctions will be assessed toward the individual making the unacceptable posts. Depending on the nature of the infraction, discipline or sanction can include the individual being banned or blocked from CMHA's social media channels, suspension from or being relieved of employment or volunteer status, to the RCMP or other authorities being called.

Amendment Date	Policy Version:	Approved By:	Nature of Changes:
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