

POLICY SECTION:	ORGANIZATION – RISK MANAGEMENT	PROCEDURE #	O-002-10
RESPONSIBILITY:	Chief Operating Officer		
SUBJECT:	PHOTOGRAPHY, VIDEOGRAPHY AND CELLPHONE USE PROCEDURE	EFFECTIVE	JANUARY 2025
AUTHORIZED BY:	BOARD OF DIRECTORS	LAST REVISED	DECEMBER 2024

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*.

“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.

“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.

“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, 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, 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, or anywhere in the facility otherwise prohibited. Photography and Videography Behind the Swimming Blocks is strictly prohibited, even as a Coaching Tool, during Swim Ontario Sanctioned Competitions;

- b) Cellphone use, Photography, and Videography are prohibited in locker rooms, bathrooms or any other dressing or Prep Areas; and,
- c) 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

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

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.

***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.

Responsibility
Action

Competition Coordinator	To ensure that this Swim Ontario procedure is followed at all approved or sanctioned competitions and report to Swim Ontario as necessary.
Host Clubs & Meet Managers	To ensure that all event participants and spectators are aware of these photography, videography and cellphone standards.
Club Staff & Board of Directors	To ensure that all club participants and spectators follow these photography, videography and cellphone standards (as a minimum) during all club activities.
Swim Ontario or Regional Tour Team, Training Camp, etc., Personnel	To ensure that all event participants and spectators are aware of, and follow these photography, videography and cellphone standards during Swim Ontario or Regional Tour Team, Training Camp and other Swim Ontario approved selection activities.

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.