MEDIA POLICY

West Niagara Rise Soccer Club (WNSC)

Effective: 2026–2027 Season

1. Purpose

The purpose of this policy is to establish clear expectations for the collection, use, publication, and management of photographs, video, audio, written stories, and other media involving WNSC players, team officials, volunteers, and Club activities. The policy supports positive promotion of the Club while respecting privacy, safety, dignity, and family preferences.

2. Scope

This policy applies to WNSC, its Board, Club Administration, coaches, managers, team officials, volunteers, players, parents/guardians, photographers, videographers, contractors, and other individuals creating or sharing media in connection with WNSC activities.

3. Assumed Media Permission & Family Opt-Out

WNSC operates on an assumed-permission basis for routine Club photography, video, and media. By registering a player with WNSC and participating in WNSC activities, families acknowledge that the player may be photographed, video recorded, or otherwise included in Club media unless the parent/guardian or adult player notifies WNSC that they do not want the player shown in WNSC media.

- WNSC does not require a separate photo or media consent form for routine Club media.
- Families who do not want their player shown in WNSC media must notify Club Administration in writing.
- An opt-out request should identify the player and, where applicable, the team/age group so that WNSC can communicate the restriction to appropriate Club personnel.
- Once WNSC receives an opt-out request, WNSC will make reasonable efforts to avoid intentionally photographing, recording, or publishing identifiable media of that player in official WNSC media.
- Families are encouraged to submit an opt-out request as early as possible and before Club events, team photography, tournaments, or other activities where photography or video is expected.
- WNSC cannot guarantee control over photographs or video independently captured and published by spectators, tournament organizers, league operators, media organizations, or other third parties.

4. Official WNSC Media

- WNSC may create and publish photographs, video, graphics, written stories, interviews, game/event highlights, and other media for legitimate Club purposes.
- Official media may be used on WNSC websites, social media, newsletters, registration materials, promotional materials, sponsor recognition, presentations, and other Club communications.
- WNSC will make reasonable efforts to use media in a respectful, appropriate, and sports-focused manner.
- Media featuring players will not intentionally be used in a manner that is misleading, degrading, discriminatory, or otherwise inappropriate.

5. Team & Event Photography

- WNSC may arrange official team photographs, event photography, tournament coverage, promotional photography, or video recording.
- Team officials should communicate photography/video arrangements to families where practical, particularly when an outside photographer or videographer is engaged.
- Photographers and videographers acting for WNSC are expected to follow Club direction regarding appropriate conduct, access, and use of media.
- Team officials should make reasonable efforts to identify players who are subject to a documented media opt-out before official media is published.

6. Player Privacy & Safety

- WNSC will take reasonable steps to avoid publishing unnecessary personal information alongside a player's image.
- Player names, birth dates, home addresses, school information, contact information, and other private information should not be published unless there is a legitimate Club purpose and appropriate authorization.
- Media should not identify a player's location or schedule in a way that creates an avoidable safety or privacy concern.
- Players should not be photographed or recorded in changing rooms, washrooms, showers, medical treatment areas, or other private spaces.
- Media must never be used to embarrass, shame, harass, threaten, or otherwise harm a player or team official.

7. Social Media & Digital Sharing

- Only authorized WNSC representatives may operate official WNSC social media accounts or publish content on behalf of the Club.

- Team officials may share approved team-related media through team communication channels and social media, provided they comply with this policy and documented opt-out requests.
- Players, parents, and team officials should not publish media of another player where the image/video is being used in a way that is inappropriate, harmful, or contrary to a known family privacy request.
- Private team communication groups should not be treated as a substitute for Club approval where content is intended for public distribution.

8. Third-Party Media & External Organizations

- Tournament organizers, leagues, photographers, media organizations, sponsors, facilities, and other third parties may have their own photography or media practices.
- WNSC will communicate known third-party media requirements where practical.
- Families with privacy concerns should notify Club Administration before an event whenever possible so that reasonable steps can be considered.
- WNSC's opt-out process applies to official WNSC media and does not guarantee control over independent third-party media.

9. Media Requests & Interviews

- Requests from news media, broadcasters, commercial photographers, or other external media organizations concerning WNSC should be directed to Club Administration or the designated WNSC spokesperson.
- Players under 18 should not be interviewed by external media on behalf of WNSC without appropriate parent/guardian authorization.
- No team official or volunteer may make statements on behalf of WNSC unless authorized to do so.

10. Use of Media for Sponsorship & Promotion

- WNSC may use approved media to promote Club programs, events, achievements, sponsorships, fundraising initiatives, and community activities.
- Sponsor recognition may include approved team or player imagery, subject to any documented family opt-out.
- WNSC will not sell or license a player's image for unrelated commercial purposes without separate authorization where required.

11. Opt-Out Requests, Concerns & Removal

- A parent/guardian or adult participant who does not want a player shown in WNSC media should notify Club Administration in writing.

- Opt-out requests should include the player's full name and team/age group where applicable.
- WNSC will make reasonable efforts to implement the opt-out for future official WNSC media following receipt of the request.
- If a family identifies an image or video that includes a player who has an active opt-out, they may contact Club Administration and request review/removal.
- Where content has been published in error, contains private information, or creates a legitimate safety concern, WNSC will take reasonable steps to correct or remove it.
- Previously published materials, shared content, screenshots, or content posted by third parties may not be fully retrievable or removable.

12. Responsibilities

Role	Responsibility
WNSC Board	Approves the policy and provides overall governance.
Club Administration	Maintains the media policy and records of opt-out requests and provides direction regarding media use.
Team Officials	Follow the policy, communicate documented opt-outs where appropriate, and use only appropriate media practices.
Players & Families	Understand the assumed-permission approach and notify Club Administration in writing if they do not want a player shown in official WNSC media.

13. Policy Administration

WNSC may amend this policy from time to time to address operational, safety, privacy, legal, governing-body, or communication requirements. Questions or opt-out requests should be directed to WNSC Club Administration.

MEDIA PRINCIPLE: WNSC may use routine Club photography and media unless a family has notified the Club that the player is not to be shown. Families should communicate opt-out requests to WNSC in writing.

14. Approval & Review

Document	Date	Approved By
WNSC Media Policy		
Next Review		