

EYBA Media Policy

Purpose

This policy provides clarification for Edmonton Youth Basketball Association (EYBA) employees, contractors, volunteers and members who contribute or reply to posts on social media. "Social media" should be understood in its broadest interpretation, including but not limited to Facebook, Twitter, Instagram, YouTube, TikTok, blogs, electronic newsletters, online forums, Streaming Services (ie: BallerTV) and other sites and services that permit users to share content with others in a concurrent manner. All communications should adhere to the brand guidelines and established online voice of EYBA.

EYBA recognizes the importance of the Internet and social media in increasing our brand awareness and sharing information on our current and upcoming programs, shape industry conversation and direction through streaming and interaction through social media. As such, EYBA is committed to supporting your right to interact knowledgeably and socially on the Internet through streaming and interaction in social media based on the policies set forth below.

Consent Through Participation

By participating in any EYBA tryouts, games, events, and activities related thereto (collectively the "Event"), the parent or legal guardian of the Participant, hereby:

Grants permission to **EYBA** to collect and utilize Participant's name, voice, statements, photograph, image, likeness, video, actions at the Event and/or Participant's biographical data in any live or recorded form (including, but not limited to, any form of video display or other transmission or reproduction), in whole or in part, for promotional, commercial or any other purpose, in perpetuity worldwide on standard and non-standard television, home video, print, electronic and on-line media (including, without limitation, the Internet), and in any other means of distribution, publication or exhibition, whether now known or hereinafter created without any additional consideration in connection with the Event, future Events, and the marketing, advertising and promotion thereof.

Commitment to Privacy

Personal information collected by EYBA from you is collected under the authority of S.32c of the Freedom of Information Protection of Privacy Act and will be used to administer program registrations, membership management, and facility bookings for Community Services. Aggregate data will be used for program planning and evaluation. Questions about the collection of personal information should be directed to the Community Services FOIP Coordinator at (780) 496-4863.

Private personal information, such as participant's name, age, gender, will be excluded from social media and streaming services unless prior consent has been obtained.

This Privacy Act protects the privacy, confidentiality, and interests of EYBA employees, contractors, volunteers, guests and members.