

PMBA Photography & Media Consent Policy

Approved by PMBA Executive: January 15, 2026

Applies to All Players, Parents/Guardians, Coaches, and Volunteers

Purpose

This policy outlines PMBA's approach to using photos, videos, and other media of players and teams for promotional, educational, or celebratory purposes. It helps ensure that participants' privacy is respected while allowing PMBA to recognize athletes and promote programs in a safe and appropriate manner.

1. Consent at Registration

- During registration, parents/guardians will be asked to provide **explicit consent** for the use of their child's photo, name, or video for public purposes (e.g., social media, website, newspapers, posters, banners, and promotional materials).
- Consent is **optional** and does not affect the player's eligibility to participate in PMBA programs.
- Consent can be **withdrawn at any time** by contacting the association in writing (email or form submission).

2. Acceptable Use of Media

PMBA may use photos or videos of players, teams, coaches, or events in:

- Social media posts (e.g., Facebook, Instagram),
- Website pages (e.g., team highlights, promotional pages),
- Posters, sponsor recognition materials, or printed flyers,
- Newspaper submissions or community spotlights,
- End-of-season slideshows or thank-you posts.

Whenever possible, group shots are preferred over isolated individual images (unless celebrating a public achievement or pre-consented profile).

3. Naming and Tagging

- Players may be **named by first name only** in posts unless explicit permission is granted for full name usage (e.g., tournament MVP, athlete of the game).
- PMBA will never publicly tag or identify minors by personal social media handles.
- Parents can request that their child's name **not be included** even if photo use is allowed.

4. Photo Restrictions

PMBA will not:

- Share photos that depict players in compromising, emotional, or vulnerable states (e.g., injuries, crying, disciplinary moments).
- Use or publish any media in a way that could embarrass, exploit, or target a player.
- Share identifiable player photos without consent.

5. Non-Consent Process

If a parent opts **not** to allow media usage:

- Coaches will be notified at the start of the season.
- Reasonable effort will be made to exclude that player from team photos or public-facing media.
- Parents are encouraged to communicate clearly with team staff if they observe any concerns.

Note: PMBA cannot control photos or videos taken and shared by other parents, spectators, or third parties at public games or events.

6. Consent Management & Storage

- Consent responses will be stored in the registration database.
- If consent is withdrawn mid-season, PMBA will honour the request moving forward but cannot retroactively remove previously published images from all public platforms.