



2024-2025 MAC Publicity Release

❖ **Publicity Release:**

I approve and consent to the use of my minor swimmer's name, photo and/ or video in MAC and MISD newsletters, website, social media, press releases or similar use. This includes photos and/or video taken poolside, at practices, at competitions, at special team events, and in the pool.

PURPOSE

There has been much talk about whether it is safe to have images taken of children participating in sports. While the great majority of images are appropriate and are taken in good faith, it is a fact that images can be misused and children can be put at risk if common-sense procedures are not observed.

In the case of open meets and other competitions where the host club has an official photographer present, all parents attending should be made aware of this in your meet information. If photos are to be published anywhere, the individual parent should be given the opportunity to withhold their consent. Their right to do so should be specifically drawn to their attention.

All photographs must observe generally accepted standards of decency in particular:

- Action shots should be a celebration of the sporting activity and not a sexualized image in a sporting context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimsuit.
- Photographs should not be taken from behind swimming blocks at the start of a race or exhibit a child climbing out of the swimming pool.
- Photographs should not be taken in locker-rooms or bathrooms.