

IFF SOCIAL AND DIGITAL MEDIA GUIDELINES FOR PERSONS ACCREDITED TO THE OFFICIAL IFF EVENTS





INTERNATIONAL FLOORBALL FEDERATION (IFF)

*Recognised by the IOC
Ordinary member of SportAccord*

Introduction

The International Floorball Federation (the “IFF”) encourages participants and other persons accredited at the IFF Events to take part in social and digital media and to share their experiences with their friends, family and supporters. These guidelines are designed to ensure that this activity respects the IFF values and the rights of third parties.

These guidelines apply to all participants and more generally to all accredited persons at the IFF Events, i.e. all athletes, coaches, officials, personnel of National Federations and members of accredited media. They apply from the opening of the IFF Event, until the closing of IFF Event.

1. General principles

It is entirely acceptable for accredited persons to share their experience at the IFF Events through Internet or any other type of social and digital media, provided that the other requirements included in these guidelines are respected. IFF encourages all accredited persons to use #floorball and the specific tournament hashtag when posting/tweeting about the event.

In order to prevent match fixing (in accordance with the IFF Competition Regulations), no person who may affect the result of the game is allowed to use an electronical device in connection to the matches, apart from the team coaching and referee match communication devices.

Postings made by, or on behalf, of accredited persons should at all times conform to the IFF values of respect and friendship and must not be undertaken for the purposes of demonstration or any form of political, religious or racial propaganda. They should be within the bounds of dignity and good taste and should not be discriminatory, offensive, hateful, defamatory or otherwise illegal.

By sharing stories, photos, videos etc. you can participate in promoting the sport. And when using (also) English you can reach a wider audience (and it will more likely be shared by the IFF). Be a good ambassador. While it is everyone's personal decision whether to use social media networks and tools or not, you should always be aware that your behaviour and opinions reflect on the team/sport you represent. And finally, use common sense.

In addition to these guidelines, accredited persons may be submitted to additional guidelines related to social and digital media activities issued by National Federations or other organisations.

2. Photographs, video, animated GIFs and audio

Accredited persons can post or otherwise share on social and digital media still photographs taken within the IFF Event venue (i.e. all venues which require a IFF accreditation card or ticket to gain entry) for personal use. It is not permitted to commercialise these photographs.

Due to various broadcast contracts in place, Accredited Persons (excluding broadcast rights holders) must not upload audio or video content that has been captured with professional equipment (no TV equipment, tripods or monopods are allowed) in an IFF Event Venue on social and digital media (e.g. by uploading or streaming) or on any other type of media without IFF's prior approval.



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Accredited persons are however allowed to capture audio or video content of the events for their personal use. Accredited Persons can also make short clips (maximum of 30 seconds) video or audio content within or outside the IFF Event Venues, with non-professional recording equipment, which can be made available on social and digital media. Such postings need to comply with the requirements set out under the General principles section above. In particular, it is not permitted to film other people in the without their prior permission.

The teams are not allowed to film live matches.

3. Advertising and sponsorship

Accredited persons must not use social and digital media for any commercial and/or advertising purpose, in particular in a way which creates or implies any association between, on the one hand, a third party (or a third party's products and services) and, on the other hand, the IFF unless they have obtained the permission from the IFF and/or the relevant National Floorball Federation beforehand.

4. Domain names/URLs/page naming/applications

Domain names, URLs and social media handles including the word "IFF" or "International Floorball Federation" or other IFF Events related terms (including their equivalents in languages other than English) are not allowed unless approved by the IFF beforehand. For example, [www.\[myname\]iff.com](#) or [@\[myname\]WFC](#) would not be permitted, while [www.\[myname\].com/wfc](#) would be allowed, provided the content made available through such page respects the other requirements included in these guidelines. Similarly, accredited persons may not create stand-alone IFF or IFF Events-themed websites, applications or any other features to host coverage of the IFF Events.

5. Compliance with laws and third parties' rights

When accredited persons choose to go public with any comments, opinions and any other material in any way, including on social and digital media, they are solely responsible for the consequences of their action. They must ensure that they comply with applicable laws and that they have obtained all necessary permissions from any third parties whose image or property is used.

When using social and digital media, accredited persons should not:

- (i) intrude upon the privacy of third parties;
- (ii) infringe upon any intellectual property rights, or other rights of any third party;
- (iii) disclose any information which is confidential or private in relation to another person or organisation;
- (iv) interfere with the competitions or the ceremonies of the IFF Event or with the responsibilities of the IFF, IFF Event Local Organising Committee (LOC) or other entities that are part of the organisation of the IFF Events; or
- (v) violate security measures instituted to ensure the safe conduct of the IFF Events.

Accredited persons can be held personally liable for any commentary and/or material deemed to be obscene, offensive, defamatory or otherwise illegal, or infringing on any third party's rights. This applies also in case accredited persons authorize a third party to manage their social media accounts or to express opinions on their behalf.



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6. Infringements

The IFF reserves the right to take any appropriate measures with respect to infringements of these guidelines. The measures may include requiring the removal of any infringing content, withdrawing the accreditation of the responsible person or organisation, taking legal action or imposing other sanctions pursuant to the IFF Rules.

7. Amendment/Interpretation

The IFF reserves the right to amend these Guidelines, as it deems appropriate. The IFF Central Board shall be the final authority with respect to the interpretation and implementation of these Guidelines.

These guidelines are to be found on the IFF website www.floorball.org under Materials and will also be made available to the IFF accredited persons, teams, local organisers and media representatives.