



**Americas
Paralympic
Committee**

APC Digital Media Guidelines

For persons accredited to the Lima 2019 Parapan American Games

1 August 2019

Americas Paralympic Committee

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Contents

In brief.....	3
You can	3
You can't.....	3
Why?	3
Frequently Asked Questions	5
Q: Who is concerned by the Guidelines?	5
Q: When do the Guidelines apply?.....	5
Q: Can I use Digital Media during my participation at the Games?	5
Q: Can I post about the competitions?	5
Q: Can I answer questions from the media asked through Digital Media?.....	5
Q: Can I share photos taken from Parapan American Venues?.....	5
Q: Can I share videos taken from within Parapan American Venues?	6
Q: Can I post photos or videos taken within the Parapan American Village?	6
Q: Can I post about my sponsors during the Games?	6
Q: Can I use the Paralympic Symbol or other Paralympic properties in my Digital Media posts?	6
APC Digital Media Guidelines for Accredited Persons at the Lima 2019 Parapan American Games	7
1 Introduction	7
2 General principles	7
2.1 Permitted use.....	7
2.2 Personal experience and non-journalistic use	8
3 Digital Media content - Video / Animated GIFs / Audio/ Photographs	8
3.1 Restrictions on publishing video content filmed in Parapan American Venues	9
4 Advertising and sponsorship.....	9
5 Domain names / URLs / page naming / applications	9
6 Links	10
7 Liability	10



8 Responsibility and monitoring.....	11
Definitions.....	12

In brief

The Americas Paralympic Committee actively encourages and supports athletes and other Accredited Persons attending the Parapan American Games to share their experiences on Digital Media with their friends, family and supporters.

When it comes to using Digital Media at the Parapan American Games, here is what you have to remember:

You can

- Use social media to share your experience
- Post information directly relating to your performance
- Answer questions from the media via social channels
- Upload video that is not live stream and does not show the competition

You can't

- Commercialise posts
- Publicise sponsors
- Show moving images of competition, e.g. races, matches, games etc.
- Live stream video from venues
- Share private information about fellow athletes
- Film in the Residential Zone, except for your own private athlete accommodation
- Athletes cannot assume the role of a journalist, photograph or media outlet

Why?

The purpose of this Guidance is to encourage and permit the maximum use of Social Media by the athletes and NPC delegations.



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Some restrictions are, however, necessary. The running of the Parapan American Games relies on the revenue generated from sponsors and broadcasters, who have purchased exclusive rights. We therefore have to ensure that we protect their interests.

In addition, in the village, we want to protect the private nature of the Residential Zone and create an area where athletes can completely relax, away from the media spotlight.



Frequently Asked Questions

Q: Who is concerned by the Guidelines?

A: The Guidelines apply to all Accredited Persons, e.g. athletes, coaches, officials, personnel of NPCs and of IFs.

Q: When do the Guidelines apply?

A: The Guidelines apply from 16 August 2019 until 2 September 2019.

Q: Where do these Guidelines apply?

A: They apply to all Accredited Persons.

Q: Can I use Digital Media during my participation at the Games?

A: YES; the APC encourages all Accredited Persons to share your experience at the Games with others through Digital Media, but requests that certain rules outlined in these Guidelines are observed.

Also remember that any online activity is still subject to applicable laws (such as defamation, privacy and intellectual property laws) and so the Guidelines require Accredited Persons to respect those laws and ensure that your Digital Media activity is in good taste, dignified and does not contain vulgar or obscene content. Postings that are racist, discriminatory or offensive towards other persons are also prohibited.

Q: Can I post about the competitions?

A: YES; You can post about your participation in the Parapan American competitions, other competitions or your experiences generally during the Games, you should not assume the role of a journalist, photographer or media outlet. Posting should therefore be in a first-person, diary-type format.

Q: Can I answer questions from the media asked through Digital Media?

A: YES; in the same way as offline, Accredited Persons are allowed - but under no obligation - to answer questions from the media asked through Digital Media. Remember, you post your opinions, and any other materials, at your own risk and you should make it clear that the views expressed are your own.

Q: Can I share photos taken from Parapan American Venues?

A: YES; Accredited Persons can share still photographs they take within or outside competition venues and other Parapan American venues on Social or Digital Media provided these Guidelines are followed.

If publishing photos that you have not taken yourself, you need to ensure that you have agreement by the copyright holder or photographer.

Please note that specific requirements apply in the perimeter of the Parapan American Village (see below “Q: Can I post photos or videos taken within the Parapan American Village?”).

Q: Can I share videos taken from within Parapan American Venues?

A: Yes, but there are some restrictions. You can only upload videos, not live stream. You cannot show any competition on the field of play and you need to ensure that you are only depicting your personal experience, and that it is isn’t for commercial purposes and complies with the General Principles of the Guidelines.

This is because we need to protect the rights of broadcasters, who are an important source of revenue for supporting the Parapan American Games.

If you want to share video or a live stream of the competition, you should share content from a Broadcast Rightsholder or the APC.

Q: Can I post photos or videos taken within the Parapan American Village?

A: Yes, but not in the Residential Zone, with the exception of your private athlete accommodation. Accredited Persons can take photos and record videos or audio within the Parapan American Village and such images can be shared on Digital Media. However, it is important to keep in mind that if another person’s image is included or referred to in a posting such person’s privacy is respected, and as such permission should be obtained beforehand.

Persons staying in the Parapan American Village are also required to respect the protected atmosphere of the Parapan American Village and are not allowed to report on the activities of other residents, unless you have obtained such other person’s consent beforehand.

Q: Can I post about my sponsors during the Games?

A: Generally NO. As a principle, Accredited Persons should only use Digital Media during the period of the Games for the purposes of sharing your experiences and communicating with your friends, family and supporters and not for commercial and/or advertising purposes.

Q: Can I use the Paralympic Symbol or other Paralympic properties in my Digital Media posts?

A: Accredited Persons must not use the Paralympic Symbol or the Lima 2019 Games Marks, or any NPC emblem on any Digital Media on a ‘stand alone’ basis, except when the image containing the Paralympic Symbol incidentally within images reflects the personal Parapan American Games

related experience of the Accredited Person (e.g. a photo of an athlete standing in front of the Paralympic Symbol).

The word “Paralympic” and other Paralympic Terminology can be used by Accredited Persons on Digital Media but only for editorial/factual purposes (for example to describe your experience at the Games).

APC Digital Media Guidelines for Accredited Persons at the Lima 2019 Parapan American Games

1 Introduction

Digital Media has the potential to engage new audiences and broaden the reach and appeal of the Games and the Paralympic Movement.

Therefore the Americas Paralympic Committee actively encourages and supports athletes and other Accredited Persons attending the Parapan American Games to share their experiences on Digital Media with their friends, family and supporters.

The APC and Lima 2019 need to control how Digital Media is used in certain aspects, in order to protect the rights of our broadcast partners, other athletes and participants, and the intellectual property of the APC and Lima 2019. Therefore Digital Media activity must be carried out according to these Guidelines as well as other applicable rules and policies listed at the end of these Guidelines.

These Guidelines will apply during the Parapan American Games Period to all Accredited Persons (excluding the Rights Holding Broadcasters and Accredited Media). Rights Holding Broadcasters have the rights granted to them under their Broadcast License Agreement and will generally enjoy wide territory rights to broadcast the Games across multiple platforms including via Digital Media channels.

2 General principles

2.1 Permitted use

Please share your Games experiences on your own Digital Media accounts and use the official hashtags ‘#Lima2019’ and ‘#Parapan’.

Postings should be polite, courteous, and respectful to others and must not:



- contain any form of political, religious or racial propaganda;
- use discriminatory, offensive, hateful, profane, vulgar, sexually explicit, or defamatory language or images;
- intrude upon the privacy of participants at the Parapan American Games (without the consent of such participants, persons and entities);
- be for commercial and/or advertising purposes and must not create or imply an association between a third party and the APC, Lima 2019, the Parapan American Games or the Paralympic Movement (unless such association actually and lawfully exists)
- make use of professional standard recording equipment (no broadcast quality camera, sound recording equipment, and no use of tripods or monopods); the APC and Lima 2019 will have absolute discretion to decide if equipment or devices are to be treated as 'professional standard' for the purpose of these Guidelines;
- make use of any of the official Games Marks, or APC trademarks such as the Paralympic Symbol, in any way that creates an association with any third party or any third party's products or services that may give the impression that such third party's products or services have an official relationship with the APC, Lima 2019, any NPC and/or the Paralympic Movement;
- apply or make use of any of the Games Marks, or APC trademarks (including the Paralympic Symbol), except when the image being used naturally contains the marks and reflects your personal Parapan American Games experience.

2.2 Personal experience and non-journalistic use

Posts must be in the first person, diary-type format, reflecting your own personal Parapan American Games experience.

You must not create and distribute Digital Media as part of any journalistic function (you must not act as a journalist or supply images, text or other content to news channels or platforms) unless you have official media accreditation.

3 Digital Media content - Video / Animated GIFs / Audio/ Photographs

Your Digital Media posts can contain video images, still photographs, sound and Animated GIFs so long as these:

- have been taken by you for personal use
- comply with the General Principles set out above,
- are made freely available without any charge or profit.

- respect the restrictions outlined below, if they have been filmed from within Parapan American Venues.

3.1 Restrictions on publishing video content filmed in Parapan American Venues

In order to protect the rights of our broadcast partners special care must be taken when creating video content for Digital Media from within Parapan American Venues. You are permitted to post crowd reaction material, general venue imagery, own pictures of yourself and friends, and general atmosphere content from the Parapan American Venues.

- you must not live stream any images from inside Parapan American Venues. Instead you should share the official livestream of the APC or Rights-holding Broadcasters;
- you must not upload any video showing competition images (that is sporting content taken from any race, game, match or other competition, or of athletes warming-up, or receiving treatment or coaching advice). This is because we need to protect the rights of broadcasters, who are an important source of revenue for supporting the Parapan American Games;
- no sound recordings of the official stadium announcements are permitted.
- content must never compete with, or seek to replicate, the broadcast images and rights of the official rights holding broadcasters;
- it is not permitted to film other people in the Parapan American Village without their prior permission and no content may be taken from the Residential Zone.
- any breaches of these restrictions could lead to sanctions being imposed as outlined in section 9;

4 Advertising and sponsorship

You are not permitted to promote any brand, product or service on Digital Media during the Parapan American Games Period unless permitted to do so under the said Image Policy.

5 Domain names / URLs / page naming / applications

Domain Names, mobile applications and Social Media handles that include any Paralympic Terminology are not permitted. For example, *[yourname]paralympic.com* or *@[yourname]paralympic* would not be permitted while *[yourname].com/paralympic* would be allowed.

You may not create stand-alone Paralympic-themed websites, applications or any other features, whether to host coverage of the Games via Digital Media or otherwise.



Americas Paralympic Committee

Any domain names, mobile apps and/or social media handles etc, created in breach of these Guidelines will become the property of the APC and any Accredited Person that is registered as the owner or controller (registrant) of these will be deemed to hold their interest in the domain names, mobile apps and/or social media handles etc on trust for the APC and will assign these to the APC forthwith upon APC requesting that they be assigned.

6 Links

The APC encourages athletes and all accredited persons to use the hashtag *#Lima2019* and *#Parapan*.

You are encouraged to “link” your Digital Media platforms to the official site of the Americas Paralympic Movement (www.paralympic.org/americas-paralympic-committee), the official site of the Parapan American Games (www.lima2019.pe) and the official site of your NPC.

Please be aware of the following online channels which may feature a variety of Games-related content. You are encouraged to link your content to these websites and tag the following digital platforms:

www.paralympic.org/americas-paralympic-committee – the official website of the APC

www.lima2019.pe – the official website of the Lima 2019.

www.facebook.com/ParalympicsAPC - the official Facebook page of the APC.

www.twitter.com/ParalympicsAPC and www.twitter.com/ParalympicsAPC - the official Twitter accounts of the APC in English and Spanish.

<https://www.instagram.com/paralympicsapc> – the official Instagram account of the APC

www.youtube.com/Paralympics - the official YouTube channel of ParalympicSport.TV

7 Liability

You are responsible for any legal consequences arising from your Digital Media, including content that is deemed to be obscene, offensive, defamatory or otherwise illegal, or infringing on any third party’s rights.

This may also apply if you have authorised a third party to manage you Digital Media accounts or to express opinions on your behalf.



8 Responsibility and monitoring

The APC will monitor Parapan American online content to ensure that these Guidelines are being complied with.

The APC asks for the support of all Accredited Persons in controlling any ambush activity or any sites engaged in conduct which is offensive to or adversely affects the goodwill associated with the Parapan American Games and the Paralympic Movement. The APC asks that Accredited Persons discovering unauthorised content to please report it immediately to APC PR: hernan.goldzycher@paralympic.org

Infringement of guidelines

If these Guidelines are breached by any person, the APC and Lima 2019 shall be entitled to eject any person from a Parapan American Venue (including Parapan Competition Venue and Residential Zone) and to withdraw or suspend accreditation privileges without notice and without any form of hearing or appeal. The APC reserves the right to take any other measures it deems fit with respect to infringements of these Guidelines, including issuing a Take Down Notice, taking legal action for an injunction, conservatory measure or damages, and imposing other sanctions, including against the NPC of any participant where it appears to the APC that the NPC either permitted or facilitated the breach or took no reasonable steps to control the Digital Media activities of its delegation.

If you have any queries please contact APC's PR hernan.goldzycher@paralympic.org

Amendments/interpretation

The APC reserves the right to amend these Guidelines, as it deems appropriate.



Definitions

“Accredited Persons” means all persons who are issued with any form of official accreditation to the Parapan American Games.

“Animated GIF” is a file format that supports multiple “frames” that give the impression of motion when displayed in a sequence, similar to a flip book. The animation may repeat continuously on a loop or play once. They can be created from a video file or from a series of still images.

“Digital Media” refers to all digitised content (text, audio, graphics, video) that can be transmitted over the internet or via computer/mobile networks, including but not limited to websites and apps.

This includes, but is not limited to:

- *Blogs*
A Blog is a type of website where entries are made (such as in a journal or diary), usually displayed in a reverse chronological order, accessible by the general public.
- *Microblogs (such as Twitter)*
Similar to Blogs but the content is typically smaller in both aggregate and actual file size. Microblogs allow users to exchange small elements of content such as short sentences, individual images, or video links.
- *Social Networking Sites (such as Facebook, G+ etc.)*
A Social Networking Site is an online service, platform, or site that consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most Social Networking Sites provide means for users to interact over the internet and share ideas, activities, events, and interests within their individual networks.
- *Wikis*
A Wiki is a website that allows the creation and editing of any number of interlinked web pages via a web browser.
- *Content Communities*
A content community is a site where users generate and share content to a community, such as YouTube, vimeo, Instagram, Periscope, Snapchat, Meerkat and DailyMotion

“Games Marks” means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the Parapan American Games and does not include the Paralympic Symbol.

“Guidelines” means the APC Digital Media Guidelines for persons accredited to the Lima 2019 Parapan American Games.



Americas Paralympic Committee

“IF” means International Federation for a sport on the Parapan American Games programme.

“APC” means the Americas Paralympic Committee.

“NPC” means National Paralympic Committee.

“Parapan American Competition Venues” means all venues where official competitions take place including all the associated or linked official training and practice facilities.

“Parapan American Games” means the Lima 2019 Parapan American Games to be held between 23 August-1 September 2019.

“Parapan American Games Period” means the relevant period when the Parapan American Village is open.

“Paralympic Symbol” means the Three Agitos design, the symbol of the International Paralympic Committee and the Americas Paralympic Committee.

“Paralympic Terminology” includes the word “Paralympic” and other Paralympic-related words, including, but not limited to “Paralympic Games”, “Paralympics”, “Paralympic Team(s)” and “Para”, including their equivalent in languages other than English.

“Parapan American Venue” shall include all venues which require a Parapan American accreditation card or ticket to gain entry, including the Parapan American Village and the Parapan American Competition Venues.

“Residential Zone” is a highly restricted area of the Parapan American Games Village containing accommodation, offices and services for athletes and team officials.

“Lima 2019” refers to the Organising Committee for the Pan and Parapan American Games.

“Take Down Notice” means a notice requiring an Accredited Person or third party to take down a blog or post in whole or in part within a specified time.