

Title: Privacy & Media Policy		
Approved by CMHA Board of Directors		
Written by: <i>Director of Marketing</i>	Revision Date: 26/09/18	

**CMHA Privacy Policy:**

Cambridge Minor Hockey believes in respecting everyone’s right to confidentiality. CMHA Cambridge Minor Hockey Association collects personal information from prospective members, members, coaches, referees, managers and volunteers for the purposes of conducting Hockey Programming.

Information specific to a player such as a player's name, address and date of birth are collected to determine that the player's geographical, division of play and level of play information is consistent with Hockey Canada/Branch regulations. Historical information concerning past teams played for is collected in order to determine if any Cambridge Minor Hockey Association transfer regulations may apply.

At no time are lists generated for the sale of information.

Team Officials must comply with the CMHA Privacy Policy. Team lists and phone numbers are not to be shared with anyone outside of CMHA and specifically may not be distributed to outside agencies, companies, associations or individuals.

Use of photos on the website are provided by coaches and CMHA Executive. If you do not wish to have your child's photo displayed on the CMHA web site and related marketing, please inform your child’s head coach and contact the Director of Marketing of Cambridge Minor Hockey Association.

If you have any questions or concerns regarding the CMHA Privacy Policy or the use and distribution of personal information, please contact the Cambridge Minor Hockey association office.

**CMHA Social Media & Networking Policy:**

**ENFORCEMENT GUIDELINES**

Because social media violations may vary in terms of their seriousness and effect, care will be taken to consider sanctions that are appropriate in each situation that presents itself. This document is intended to assist Cambridge Minor Hockey Association address any social media violations of varying severity.

Factors that can be considered when dealing with social media violations include:

- The intent of the violator
- Whether harm, physical or otherwise, resulted from the violation
- The circumstances of the violation
- The effect the violation had upon its recipient, the recipient’s family, the team, the Association, or the community
- Any previous social media violation history

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Possible disciplinary measures therefore depend on a number of factors. The following suggested responses for various conducts are:

- Implicit or implied threats of death or serious bodily harm: indefinite suspension,
- referral to CMHA Executive for investigation and punishment (also refer to police)
- Encouraging someone to do themselves serious harm: indefinite suspension
- Posting of pictures of a threatening nature: indefinite suspension, (also refer to police)
- Slurs against someone’s race, religion, sex, or sexual orientation: lengthy suspension
- Slurs against another or their family: suspension
- Posting comments and/or pictures of self of an implied sexual nature: suspension
- Posting comments and/or pictures of someone else of an implied sexual nature: indefinite suspension, referral to CMHA Executive for investigation and punishment (also may refer to police)
- Gossip- Warning, then suspension
- Posting or sending cruel gossip to damage a person’s reputation and relationships with friends, family, and acquaintances: suspension
- Breaking into someone’s e-mail or other online account and sending messages that will cause embarrassment or damage to the person’s reputation and affect his or her relationship with others: indefinite suspension, referral to CMHA Executive for investigation and punishment (also refer to police)
- Posting or sending unwanted or intimidating messages: suspension
- Tricking someone into revealing secrets or embarrassing information, which is then shared online: suspension
- Negative or derogatory comments about the team or any member of the association: suspension

**INTRODUCTION**

For the purpose of this Social Media and Networking Policy, the policy will encompass public communications through such internet mediums and websites as Email, Twitter, Facebook, Kik, LinkedIn, Snapchat, and any other social media network that allows users to communicate online. The policy will be applicable to all members of the CMHA, including Directors, Teams, CMHA members and staff, on-ice and off-ice officials, players, CMHA recognizes and appreciates the value of social media and the importance of social networking to all of its stakeholders. CMHA also respects the right of all Teams and Association personnel to express their views publicly. At the same time, we must be aware of the dangers social media and networking can present. The purpose of this policy is to educate the CMHA Community on the risks of social media and to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate will be subject to disciplinary action by the CMHA.

**SOCIAL MEDIA GUIDELINES**

- CMHA holds all members who participate in social media and networking to the same standards as it does for all other forms of media including radio, television and print.
- Comments or remarks of an inappropriate nature which are detrimental to a Team, the Association or an individual will not be tolerated and will be subject to disciplinary action.

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- It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Association and/or Team personnel, players, corporate partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.
- Refrain from divulging confidential information of a personal or team related nature.
- Use your best judgment at all times – pause before posting. Once your comments are posted
- they cannot be retracted. Ultimately, you are solely responsible for your comments and they are
- published for the public record.

**SOCIAL MEDIA VIOLATIONS**

The following are examples of conduct through social media and networking mediums that are considered violations of the CMHA Social Media and Networking Policy and may be subject to disciplinary action by the Cambridge Minor Hockey Association.

- a) Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member, Team, the Association or an individual.
- b) Divulging confidential information that may include, but is not limited to the following: any matter of a sensitive nature to a member Team, CMHA or any individual.
- c) Negative or derogatory comments about any member of the Team, CMHA, League staff, programs, stakeholders, players or any member of an opposing team.
- d) Any form of bullying, harassment or threats against players or officials.
- e) Photographs, video or comments promoting negative influences or criminal behavior.
- f) Online activity that contradicts the current policies of the CMHA.
- g) Inappropriate, derogatory, racist, or sexist comments of any kind.
- h) Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

It should be recognized that social media comments are on the record and instantly published and available to the public and media. Everyone including Association and/or Team personnel, players, corporate partners and the media can review social media communications. You should conduct yourself in an appropriate and professional manner at all times.

- Use your best judgment at all times – pause before posting. Ultimately, you are solely responsible for your comments and they are published for the public record.
- If requested to participate in an online network, as a direct result of your affiliation with or participation in Cambridge Minor Hockey Association, CMHA recommends that you request approval from the Team or the Association.

**DISCIPLINE**

The CMHA will investigate reported violation(s) of this policy. Failure to comply with this Code of Conduct may result in disciplinary action in accordance with the Discipline policy and guidelines of the CMHA. Such action may result in the member losing the privileges that come with membership in the CMHA, including the opportunity to participate in CMHA activities.

**SUMMARY**

All members of CMHA should remember to use the same discretion with social media and networking as they do with other traditional forms of media. CMHA members agree to adhere to all conditions set forth within the Social Media Policy. It is understood that violating the guidelines set forth within the policy will lead to appropriate disciplinary action against both parents and or child/player.