

Peel Region Football Photograph and Media Consent and Release

Policy Number	PRF-POL-005
Policy Owner	President
Applies To	All Athletes, families, coaches, volunteers and anyone taking or publishing images for PRF
Approved By	Board of Directors
Effective Date	September 22, 2026
Last Reviewed	September 22, 2026
Next Review	As required

1. Purpose and Acknowledgement

Peel Region Football (“PRF” or the “Club”), home of the Peel Panthers, is a volunteer-run Canadian not-for-profit organization and a member of Football Canada and Football Ontario. This policy sets out how the Club takes, uses, stores and shares photographs, video and other images of its Athletes, coaches and volunteers. Its aim is to let the Club celebrate the Peel Panthers and promote football in our community while protecting the privacy and safety of Athletes, most of whom are minors, and to ensure the Club meets its obligations as a Canadian not-for-profit organization, as a member of Football Canada and Football Ontario, and as a member club of the Ontario Summer Football League, Ontario Fall Football League and Ontario Women's Football League (the “League”).

Before completing registration, all families must review and acknowledge this Photograph and Media Consent and Release.

2. Scope

PRF runs programs across Brampton, Caledon, and Mississauga, covering flag and tackle football for Athletes aged 5 to 19 and the Club’s women’s teams. This policy applies to:

- all PRF programs, practices, games, tournaments, camps, fundraisers and social events, on or off the field;
- all Athletes and the Parents/Guardians of Athletes under 18 years of age;
- all coaches, Club officials and volunteers; and

- anyone taking or publishing Images on the Club's behalf, including team photographers, media volunteers and third-party service providers.

This policy does not govern Images taken privately by spectators for personal use. However, the Club expects all spectators to follow section 7.

3. Definitions

- **Athlete** – any person registered in a PRF program.
- **Board** – the Board of Directors of Peel Region Football.
- **Club or PRF** – Peel Region Football, a not-for-profit corporation governed by the Canada Not-for-profit Corporations Act.
- **Club Media** – the Club's website, social media accounts, newsletters, printed materials, banners and other communication channels.
- **Club Purposes** – the purposes listed in section 5.
- **President – the President of PRF, or a Club official the President designates in writing to manage Club Media.**
- **Image** – any photograph, video, audio-visual recording, livestream or other digital likeness of a person, in any format.
- **League** – Ontario Summer Football League, Ontario Fall Football League and Ontario Women's Football League, the leagues that sanction the Club's regular-season and playoff play.
- **Opt-Out List** – the confidential list of Athletes who must not be photographed for Club Purposes.
- **Parent/Guardian** – the parent or legal guardian of an Athlete who is under 18 years of age.
- **Season** – the period of a PRF program, from the first scheduled practice to the last scheduled game, as published by the Club.

4. Consent

PRF will take and use Images of an Athlete only where consent has been given in the registration system, as described in section 10. The Club collects this consent at registration each Season. For clarity, the following requirements apply:

- Only a Parent/Guardian, or an Athlete who is 18 years of age or older, may give or withdraw consent.
- The Club encourages Parents/Guardians to discuss consent with their children, and will respect an Athlete's own request not to be photographed, whatever their age.
- Consent is voluntary. It is not a condition of registration, and declining consent will not affect an Athlete's eligibility, team selection, playing time or treatment.
- Consent remains in effect for the Season in which it is given, unless it is withdrawn earlier.

5. Permitted Uses

The Club may use Images for the following Club Purposes:

- team, individual and event photographs;
- coverage of Peel Panthers games, events, awards and achievements on Club Media;
- promoting registration, volunteer recruitment and fundraising;
- recognizing sponsors and community partners;
- reports to Football Ontario, Football Canada, the League, municipalities and funders; and
- the Club's historical and archival records.

PRF will not sell Images or license them to third parties for commercial use. The Club may share Images with a service provider, such as a team-photo company or website host, only so that the provider can deliver a service to the Club, and only on terms that require the provider to protect the Images and use them for no other purpose. A sponsor must not use an identifiable Image of an Athlete in its own advertising without separate written consent from the Parent/Guardian or adult Athlete.

Images taken by coaches, Club officials or volunteers for Club Purposes may be used by the Club for those purposes. Volunteers keep any copyright they hold, but by taking Images on the Club's behalf they grant the Club a free, non-exclusive and perpetual licence to use them in accordance with this policy.

6. Safeguarding Standards

All Images taken for Club Purposes must reflect the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) and the Safe Sport requirements of Football Ontario and Football Canada. For clarity, the following requirements apply:

- No photography, video or recording of any kind is permitted in change rooms, washrooms, or first-aid and medical areas. Phones and other recording devices must not be used in these areas.
- Images must show people appropriately dressed and in a positive, respectful context. The Club will not publish Images of injuries, of people in a state of undress, or that could reasonably embarrass or harm anyone.
- The Club will not publish an Athlete's full name with an Image without the express consent of the Parent/Guardian. First names or jersey numbers may be used.
- The Club will never publish an Athlete's home address, school, contact details or other information that could identify where the Athlete can be found, and will not tag live locations when posting Images of Athletes.
- Coaches, Club officials and volunteers may only use personal devices to take Images of Athletes for Club Purposes. Any such Images must be transferred to the Club and deleted from the personal device as soon as practical, and must not be posted on personal accounts.
- Game and practice video used for coaching is for coaching and athlete development only. It will be shared only with the team through a platform approved by the Club and will not be posted publicly.
- Head coaches and team managers will be told which Athletes on their roster are on the Opt-Out List. If such an Athlete is captured incidentally, the Image will not be published unless the Athlete cannot be identified.

- Drones may only be used with prior written approval of the Board, the permission of the facility owner, and in compliance with Part IX of the Canadian Aviation Regulations.
- External media and commercial photographers must be approved in advance by the President and accompanied by a Club official while on site.

7. Spectators

Many PRF activities take place at public or municipal facilities, and the Club cannot prevent spectators from taking Images. The Club asks all spectators to:

- focus on their own child or family member where practical;
- respect any request not to photograph a person;
- not post Images of other families' children online without the consent of their Parents/Guardians; and
- follow any photography rules set by the facility owner or host organization.

The Club may ask anyone taking Images in an inappropriate or intrusive manner to stop and, if necessary, to leave a Club activity.

8. Withdrawal of Consent and Removal Requests

A Parent/Guardian or adult Athlete may withdraw consent at any time by e-mailing the President at info@peelregionfootball.ca. Once a request is received:

- the Club will stop new uses of the Images and, as soon as reasonably possible, remove them from Club Media that the Club controls; and
- the Club cannot recall printed materials already distributed or control Images that others have copied or shared, but will make reasonable efforts to limit further use.

Anyone may ask the Club to remove a specific Image, whether or not consent was given. Where there is a safety concern, such as a custody arrangement or protection order, families should contact the President in confidence so the Club can act immediately.

9. Privacy, Storage and Retention

Images and names are personal information. PRF collects, uses and discloses them only for Club Purposes and follows the fair-information principles of the Personal Information Protection and Electronic Documents Act (PIPEDA). The Club will obtain any consent required by Canada's Anti-Spam Legislation (CASL) before using Images in commercial electronic messages. For clarity, the following requirements apply:

- Images will be stored only in Club-controlled accounts and systems, with access limited to the people who need it.
- The Club will keep Images only for as long as they are needed for Club Purposes. A selection may be kept indefinitely in the Club's historical archive unless consent is withdrawn. Other Images will be deleted periodically once they are no longer needed.

- Consent records and the Opt-Out List will be kept confidential, for as long as the Club uses the related Images and for at least one year afterwards.

Privacy questions or concerns may be directed to the Club's privacy officer at info@peelregionfootball.ca. Individuals may also contact the Office of the Privacy Commissioner of Canada.

10. Consent in the Registration System

Consent is given or declined in the Club's online registration system each Season, by a Parent/Guardian or by the Athlete if 18 years of age or older. The registrant must select one of the following:

Agree – PRF may take and use Images of the Athlete for Club Purposes, as described in this policy, identifying the Athlete by first name or jersey number only.

Do not agree – the Athlete will be added to the Club's Opt-Out List.

By selecting "Agree", the Parent/Guardian or adult Athlete confirms that they have read and understood the Peel Region Football Photograph and Media Consent and Release, and agrees that PRF may use, reproduce and share Images of the Athlete for Club Purposes, without payment or other compensation, and that they are not entitled to inspect or approve each use. They understand that Images posted online can be viewed, copied and shared worldwide, and that the Club cannot control how others use them once published. To the extent permitted by law, they release PRF and its directors, officers, employees, volunteers, officials, agents and contractors from all claims arising from the use, reproduction or release of Images in accordance with this policy. They may withdraw this consent at any time by writing to the President, and withdrawal applies to future uses.

11. Non-Compliance and Safe Sport Reporting

Failure to follow this policy may result in removal of Images from Club Media, removal from a media or volunteer role, suspension from Club activities, or refusal of registration for future Seasons, as determined by the Board. Any concern that an Image involves maltreatment or exploitation of an Athlete will be handled under the Safe Sport procedures of the Club, Football Ontario and Football Canada. Anyone who has reasonable grounds to suspect that a child is or may be in need of protection must report it directly to a children's aid society, as required by Ontario's Child, Youth and Family Services Act, 2017.

12. Responsibilities

- **Board** – approves this policy, approves drone use and decides appeals.
- **President** – manages Club Media, keeps consent records and the Opt-Out List, handles withdrawals, removal requests and complaints, and approves external media and photographers.

- **Families and adult Athletes** – complete the consent at registration, tell the Club promptly if their wishes change, and follow section 7 as spectators.
- **Head coaches and team managers** – check their team’s consent status before taking or sharing Images, and make sure section 6 is followed at team activities.
- **Registrar** – makes sure the registration system records each family’s consent choice, and gives the Opt-Out List to the President and head coaches.
- **Volunteers and Club officials** – follow section 6 and take Images only for Club Purposes.

13. Questions and Appeals

Questions about this policy should be directed to the President at info@peelregionfootball.ca. A family that disagrees with a decision made under this policy may submit a written appeal to the Board within 14 days of the decision. The Board's decision is final.

14. Policy Review and Administration

This Photograph and Media Consent and Release is subject to change at the discretion of the Board and will be reviewed annually before registration opens. The current version is posted on the Club website. It replaces the Photograph Waiver/Release (2023).

Decisions under this policy will be made in accordance with the Club's commitment to athlete safety, fairness, transparency, and responsible program management.

Related documents: Registration Policy (PRF-POL-001), Refund Policy (PRF-POL-002), Equipment Policy (PRF-POL-003), Equipment Use Outside of Sanctioned Play Policy (PRF-POL-004), and the Football Ontario Code of Conduct – Players & Spectators.