



SCMHA Media Policy Agreement

Purpose:

The Shelburne County Minor Hockey Association (SCMHA) is dedicated to promoting a positive image of our players, teams, and association through various media channels. This Media Policy outlines the guidelines for the use of player images, names, and other identifying information in both traditional and digital media, including social media platforms, websites, and printed materials.

Scope:

This policy applies to all players, parents, guardians, and members of SCMHA. By agreeing to this policy, you grant SCMHA permission to use your child's name, image, and likeness in media for promotional purposes.

1. Media Consent

By signing this agreement, you:

- **Consent** to the use of your child's name, photograph, video, and/or audio recordings in SCMHA's promotional materials, social media accounts, websites, and any other media platforms.
- **Understand** that SCMHA will not use these materials for any commercial purpose outside the promotion of SCMHA activities.
- **Acknowledge** that no financial compensation will be provided for the use of your child's name, image, or likeness.

2. Privacy and Respect

SCMHA is committed to respecting the privacy of all players and their families. We will:

- **Limit the use** of personal information to first names only where possible, especially in digital and online platforms.
- **Ensure** that all media content is appropriate and portrays players and teams in a positive light.
- **Monitor** the use of player images and information on SCMHA's official platforms to prevent misuse.

3. Social Media Guidelines

Parents and guardians are encouraged to support SCMHA's online presence by:

- **Sharing** and promoting official SCMHA content in a respectful and positive manner.

- **Refraining** from posting inappropriate comments, images, or videos that may harm the reputation of SCMHA, its players, or its members.
- **Reporting** any unauthorized use of your child's image or name to the SCMHA executive immediately.

4. Opting Out

If you do not wish for your child's image or name to be used in any SCMHA media, you must:

- **Submit a written request** to the SCMHA executive, specifying your wish to opt-out of media use.
- **Understand** that SCMHA will make every effort to comply with your request, but that incidental use (e.g., group photos at public events) may still occur.

5. Policy Changes

SCMHA reserves the right to update or amend this Media Policy at any time. Any changes will be communicated to parents and guardians, and a new agreement may be required.

Agreement

By signing below, you acknowledge that you have read, understood, and agree to the terms outlined in this Media Policy.

Player's Name: _____

Parent/Guardian's Name: _____

Parent/Guardian's Signature: _____

Date: _____