



TORONTO INTERNATIONAL FOOTBALL ACADEMY (TIFA)

WEST HAM FOUNDATION TORONTO

COMMUNICATION, MEDIA & PRIVACY POLICY

1. Purpose

Toronto International Football Academy (“the Club”) is committed to maintaining professional, respectful, safe, and appropriate communication while protecting the privacy and personal information of players and families.

This policy establishes standards relating to:

- Club communications and messaging;
- Communication involving minor players;
- Email, WhatsApp, TeamSnap, text messaging, and similar platforms;
- Photography and video;
- Match and training recordings;
- Social media and promotional content;
- Collection, use, storage, and disclosure of personal information; and
- Privacy and confidentiality.

This policy applies to players, parents/guardians, coaches, staff, volunteers, team managers, and other individuals participating in Club activities.

2. Official Club Communication

The Club may communicate with players and families through approved channels, including:

- Email;

- Telephone;
- SMS/text messaging;
- WhatsApp;
- TeamSnap or similar team-management platforms;
- Registration and payment platforms;
- Club website;
- Club social-media accounts; and
- Other communication systems adopted by the Club.

Parents/guardians are responsible for providing accurate and current contact information and for regularly reviewing Club communications.

The Club may use these channels to communicate information regarding training, matches, schedules, cancellations, tournaments, registration, payments, uniforms, travel, Club events, and other program-related matters.

3. Communication Standards

All Club-related communications must be respectful, appropriate, and professional.

Club communication channels must not be used for:

- Harassment, bullying, or intimidation;
- Threatening or abusive messages;
- Discriminatory or offensive language;
- Personal attacks;
- Public arguments;
- Inappropriate criticism of players;
- Sharing confidential information;
- Spreading knowingly false or harmful information; or
- Conduct that creates an unsafe or hostile environment.

Concerns involving an individual player, coach, or family should generally be addressed privately through the appropriate Club representative rather than through a team group chat.

4. Communication With Minor Players

The Club recognizes that additional safeguards are required when adults communicate with players under 18.

Communication with minor players must:

- Be professional and football-related;
- Take place through appropriate Club-approved channels where reasonably practical;
- Respect appropriate adult-player boundaries; and
- Include or be accessible to a parent/guardian where appropriate, particularly for younger players.

Coaches, staff, and adult volunteers must not engage a minor player in inappropriate, secretive, sexual, threatening, or otherwise improper communications.

Any communication that raises a safeguarding concern should be reported promptly through the appropriate Club safeguarding process.

5. Team & Parent Group Chats

Official WhatsApp, TeamSnap, or similar team groups are intended primarily for legitimate team communication, including schedules, training information, match details, transportation/logistics, Club announcements, and administrative updates.

Group chats should not be used to discuss or criticize:

- Another player's performance;
- Playing time;
- Team selection;
- Coaching decisions;
- Disciplinary matters involving another player;
- Another family's private circumstances; or
- Confidential Club matters.

Parents should communicate individual concerns privately with the appropriate coach, team manager, Technical Director, or Club administration.

6. Match-Related Communication

Except for urgent health, safety, or safeguarding concerns, parents/guardians are expected to follow the Club's **24-hour communication rule** before raising concerns immediately following a match.

This is consistent with the Club's existing Code of Conduct, which establishes a 24-hour rule and requires discussions regarding playing time, team selection, and tactical decisions to occur respectfully and at an appropriate time.

Health, safety, safeguarding, or other urgent concerns should be reported immediately and are not subject to the 24-hour rule.

MEDIA

7. Photography & Video

Photography and video may occur during Club activities, including:

- Training sessions;
- Matches;
- Tournaments;
- Camps;
- Team events;
- Awards and celebrations;
- International tours;
- Player-development activities; and
- Other official Club events.

Images and recordings may be created by authorized Club personnel or approved service providers for legitimate Club purposes.

8. Player Identification Photograph

The Club may require a recent head-and-shoulders photograph of each player for administrative purposes, including:

- Player identification;
- Club records;
- Team administration;
- League or governing-body registration; and
- Internal player profiles.

A photograph supplied for administrative identification purposes does **not by itself constitute consent for public promotional use**.

9. Match & Training Video

The Club may record matches and training sessions using Veo or other video/performance-analysis systems.

Such recordings may be used for:

- Player development;
- Match analysis;
- Tactical analysis;
- Coach education;
- Performance review;
- Team meetings;
- Player feedback; and
- Creation of appropriate football highlights.

Access to recordings may be provided to coaches, staff, players, parents/guardians, or other authorized individuals where appropriate.

Players and parents should not redistribute restricted recordings or use footage in a manner that violates another participant's privacy or safety.

10. Promotional Media

With appropriate authorization, the Club may use photographs, video clips, player interviews, team photographs, match highlights, and similar content for Club-related promotional and communications purposes, including:

- Club website;

- Official social-media accounts;
- Digital advertisements;
- Email newsletters;
- Registration campaigns;
- Printed promotional materials;
- Club presentations; and
- Promotion of Club programs and events.

Your existing Code of Conduct states that photographs and videos may be used for promotional, educational, and development purposes. For the new registration process, I recommend handling promotional media through a **separate explicit consent** rather than relying only on acceptance of the general Code of Conduct.

11. Media Consent for Minors

For players under 18, a parent/legal guardian should provide the applicable media authorization.

Parents may be asked during registration to indicate whether they consent to public promotional use of their child's image/video.

A parent's decision regarding optional promotional media consent should not, by itself, affect the player's team selection, playing time, or eligibility to participate in ordinary Club programming.

Where a parent has declined promotional media consent, the Club will make reasonable efforts to respect that preference in Club-controlled promotional content.

12. Social Media

Players, parents, coaches, and staff are expected to use social media responsibly when posting Club-related content.

Club members must not post content involving:

- Bullying;
- Harassment;
- Racism or discrimination;
- Threats;

- Inappropriate images of minors;
- Confidential player information;
- Medical information;
- Private family information; or
- Content creating a legitimate safeguarding concern.

The Club's existing Code similarly requires responsible social-media use and prohibits cyberbullying, harassment, and inappropriate online behaviour.

Nothing in this policy is intended to prevent a person from making a legitimate good-faith complaint or reporting a safety, safeguarding, legal, or regulatory concern through an appropriate channel.

PRIVACY

13. Personal Information Collected

The Club may collect personal information reasonably necessary to operate its programs, including:

- Player's full name;
- Date of birth;
- Address;
- Player photograph;
- Parent/guardian names;
- Email addresses;
- Telephone numbers;
- Emergency contact information;
- Team and playing information;
- Uniform sizes;
- Registration information;
- Payment and transaction information;
- League/association registration information; and

- Relevant medical, allergy, injury, or emergency information provided for player safety.

The Club should collect only information reasonably required for legitimate Club purposes.

14. Use of Personal Information

Personal information may be used for legitimate purposes including:

- Player registration;
- Team formation;
- League and governing-body registration;
- Player identification;
- Scheduling;
- Team communications;
- Emergency communication;
- Coaching and player development;
- Uniform ordering;
- Payment administration;
- Insurance and compliance;
- Tournament and competition registration;
- Safeguarding;
- Travel administration where applicable; and
- General Club administration.

15. Sharing of Information

Where reasonably necessary, relevant information may be shared with authorized organizations or service providers involved in the player's participation, such as:

- Coaches and authorized Club staff;
- Team managers;
- Leagues and competition administrators;
- Governing soccer organizations;

- Tournament organizers;
- Registration and team-management providers;
- Payment processors;
- Insurance providers; and
- Other organizations involved in an authorized Club activity.

The Club will seek to limit disclosure to information reasonably necessary for the relevant purpose.

16. Sensitive & Confidential Information

Medical information, safeguarding information, disciplinary records, financial information, family circumstances, and other sensitive personal information should be treated as confidential and made accessible only where reasonably necessary.

Players and parents are also expected to respect the privacy of other Club members.

Information concerning another player or family should not be shared through social media, WhatsApp groups, or other public or semi-public channels without appropriate authorization.

17. Protection of Personal Information

The Club will take reasonable administrative, organizational, and technical measures to protect personal information against unauthorized access, disclosure, loss, misuse, or alteration.

Access should be limited to individuals who reasonably require the information to perform their Club responsibilities.

18. Retention of Information

The Club may retain registration, financial, player, communication, safeguarding, and other records for as long as reasonably necessary for the purposes for which they were collected and to meet applicable legal, insurance, governing-body, dispute-resolution, or administrative requirements.

When information is no longer reasonably required, it should be securely deleted, destroyed, or anonymized as appropriate, subject to applicable retention requirements.

19. Accuracy & Updates

Parents/guardians are responsible for notifying the Club when important personal information changes, including:

- Address;
- Telephone number;
- Email;
- Emergency contact;
- Relevant medical information; or
- Other information important to the player's safe participation.

Parents/guardians may contact Club administration regarding appropriate requests to review or correct personal information held by the Club, subject to applicable requirements.

20. Privacy Concerns

Questions or concerns regarding personal information, communications, photographs, video, or privacy should be directed to:

Toronto International Football Academy (TIFA)

West Ham Toronto

Email: register@torontofa.com

Safeguarding concerns should be reported promptly through the Club's applicable safeguarding procedure.

PARENT/GUARDIAN ACKNOWLEDGMENT

I confirm that I have read and understood the **Communication, Media & Privacy Policy**.

I understand that the Club may collect, use, and disclose information reasonably necessary to administer my child's participation in Club programs, subject to applicable privacy requirements.

I agree to follow the Club's standards regarding communication, messaging, confidentiality, digital conduct, and the privacy of other players and families.