July 2021

IOC SOCIAL AND DIGITAL MEDIA GUIDELINES

GAMES OF THE XXXII OLYMPIAD TOKYO 2020

FREQUENTLY ASKED QUESTIONS

These FAQs are provided by the International Olympic Committee ("**IOC**") for information purposes only. Individuals holding accreditation to the Games of the XXXII Olympiad Tokyo 2020 (the "**Olympic Games**") should consult the full version of the IOC Social and Digital Media Guidelines (the "**Guidelines**") available at Olympic.com[1]. Please note that athletes and other accredited individuals may be subject to further specific rules on social and digital media use issued by their respective National Olympic Committees.

Q1. Who is concerned by the Guidelines and do other specific rules apply to me?

A: The Guidelines apply to all accredited persons who are acting in an individual capacity, which includes all athletes, coaches, officials, personnel of National Olympic Committees and of International Federations.

In addition to the permissions and/or restrictions described in the Guidelines, these are also subject to the specific terms of any particular accreditation. Some of the permissions in the Guidelines do not apply to all accredited persons, e.g. holders of "E" accreditations (including E, EP, EC, ET and ENRs), who must respect the News Access Rules Applicable to the Games of the XXXII Olympiad Tokyo 2020 and may not share any audio/video content recorded within Olympic venues on social and digital media even when acting in an individual capacity, and where the accredited person is performing duties as a representative of an IOC rights-holder, their activity will be undertaken pursuant to the relevant rights agreement (e.g. accredited persons from Rights Holding Broadcasters ("**RHBs**") capturing and/or distributing content for that RHB will do so under the terms of the relevant Media Rights Agreement).

Q2. When do the Guidelines apply?

A: The Guidelines apply from the opening of the Olympic Village on 13 July 2021.

Q3. Can I use social media or update my blog/website during my participation in the Olympic Games?

A: Yes, the IOC encourages all athletes and other accredited persons to share their personal experiences (not at the request or the initiative of third parties) at the Olympic Games with others on their own websites and social and digital media pages (e.g. via services such as Facebook, Twitter, Instagram, Weibo, VKontakte, Tik Tok, etc.) subject to the terms of the Guidelines.

In particular, this activity should comply with the Guidelines, the Olympic Charter and be consistent with the Olympic values of excellence, respect and friendship. 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 athletes and other accredited persons to respect those laws and ensure that their social and digital media activity is in good taste, dignified, respects each individual's or organisation's honour, integrity, reputation, privacy or private information and does not contain

[1] https://olympics.com/ioc/documents/olympic-games/tokyo-2020-olympic-games

vulgar or obscene content. Postings that are racist, discriminatory or otherwise offensive towards other persons are also prohibited.

Q4. Can I post about the competitions and training?

A: With the exception of moving images taken of the Field of Play and Back of House areas, yes, athletes and other accredited persons can post about their participation or involvement in competitions, or their experiences generally during the Olympic Games however, they shall not act as journalists, reporters or in any other related media capacity while at the Olympic Games and therefore should not be providing a day by day report on all activities, the Olympic Games events, and/or results. All postings should be in a first-person, diary-type format posted on the personally owned websites and social media pages and made independently and not per the request of any media organisation or other entity.

Q5. Can I answer questions from the media asked through the internet or social media or through other remote means?

A: Yes, in the same way as offline, athletes and accredited persons are welcome – but under no obligation – to answer questions from the media asked through internet or social and digital media. They should also be vigilant about their postings and keep in mind that what they say and post on the internet and social and digital media will be in the public domain and may be used by the media. In essence, athletes and other accredited persons post their opinions and any other materials at their own risk and responsibility, and they should make clear that the views expressed are their own, even if they have authorised another person or organisation to manage their social media account on their behalf.

Q6. Is there a policy related to remote interviews?

A: Accredited persons are authorised to give remote interviews to the media via smartphone or other devices (including video calls), however, the recordings may not be broadcast or posted online, neither by the accredited person, nor by the media or any other entity. However, remote interviews with accredited persons who are at the Main Press Centre may be broadcast or posted online by the respective media organisation.

Q7. Can I share photos taken from Olympic venues?

A: Yes, athletes and other accredited persons can share still photographs taken within or outside competition venues and other Olympic venues (except for areas prohibited from photography, such as the medical areas), including from the Field of Play and Back of House areas, on social and digital media and internet provided such postings are not used for commercial purposes (see above Q3 Can I use social media or update may blog/website during my participation in the Olympic Games?), are shared on the athlete's or other accredited person's personal social media account and respect applicable laws and the rights of others.

Q8. Can I record or create videos taken from within Olympic venues?

A: Accredited persons can record video or audio content, within or outside competition venues and other Olympic venues, with non-professional recording material (for example, no TV equipment, tripods or monopods are allowed). However, video or audio and live content taken from within Olympic venues (i.e. all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic village, the Village Square, the competition venues, the training and practice venues, the International Broadcast Centre and the Main Press Centre and any park-like areas that

have non-ticketed public access, but which are Olympic areas containing the look of the Games branding and/or requiring security checks or other forms of controlled entry, such as but not limited to, the areas around Shiokaze and Aomi Parks) must only be used for personal, non-commercial and non-promotional purposes and may not be posted online or shared with any third parties, including media organisations.

Q9. Can I share videos taken from within Olympic venues?

A: Accredited persons cannot post or share any audio/video captured in, or showing the Field of Play[2] or Back of House[3]. For other content (whether audio, video or live streamed content) taken within competition venues and other Olympic venues which is not Field of Play or Back of House content, athletes and other accredited persons (excluding accredited media with "E" accreditations (including E, EP, EC, ET and ENRs categories)) can post or share that content. This can only be done on the athlete and other accredited person's personal accounts, for non-commercial, and non-promotional purposes and cannot be used to generate financial value (e.g. through pre-roll advertising).

In the Olympic Village, athletes and other accredited persons with authorised access, may create content (including audio/video) and share it online. All content created within the Olympic Village must respect the Guidelines, in addition to any filming and photographic rules in place in the Olympic Village (such as restrictions applicable to medical areas (polyclinic, Covid-19 patient clinic, doping control station), fitness centre, dining halls, collection centre and the residential zones of each NOC).

Examples:

- *A video or live stream filmed by an athlete featuring other athletes sitting in the spectator area of a competition venue with the crowd in the background – PERMITTED FOR SHARING*
- *A video or live stream filmed by an athlete featuring other athletes sitting in the spectator area of a competition venue with the Field of Play (e.g. the opening ceremony) in the background – NOT PERMITTED FOR SHARING*
- *A video or live stream of the competition filmed by an athlete sitting in the spectator area of a competition venue – NOT PERMITTED FOP SHARING*
- *A video or live stream filmed by an athlete from within or showing the athlete marshalling area of a competition venue – NOT PERMITTED FOR SHARING*
- *A video or live stream filmed by an athlete during training – NOT PERMITTED FOR SHARING*
- *A video or live stream filmed by an athlete within his or her bedroom at the Olympic Village – PERMITTED FOR SHARING*

[2] **Field of Play** means the area used for a sporting competition or ceremony (including the opening and closing ceremonies) plus the immediate surrounding areas, usually separated from the spectators by a clear boundary. The design and specifications of each differ from one sport to another. Also referred to as the slope, rink, sheet, track, court, field, piste, ring, etc.

[3] **Back of House** means non-public areas, within and/or surrounding a venue located after the accreditation point and generally those areas of the venue designed to support the operation. Typically located out of view of the public, access to the Back of House areas is restricted to those individuals with the appropriate accreditation. Back of House areas include Organising Committee operational areas; Athlete and Coach only areas; Host Broadcaster operational facilities and compounds; administration offices; etc. For clarity, Back of House does not include spectator's areas reserved for accredited persons or the Olympic Village permitted areas.

Q10. Can I share GIFs created from photos and video I have taken from within the Olympic venues?

A: GIFs, GFY, WebM or other sorts of short video formats and any other multiple-exposure still images with a refresh rate to simulate the look and feel of video ("**GIFs**") created from photos and/or videos that athletes and other accredited persons have captured from within the Olympic venues may be shared on personally owned websites and social media pages, for non-commercial and non-promotional use only, except for GIFs containing images of the Field of Play or Back of House.

Q11. Can I post photos or videos taken within the Olympic Village?

A: Athletes and other accredited persons with the necessary access rights can take photos from within the Olympic Village and such photos can be shared on the internet or social and 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 permission should be obtained beforehand. Persons staying in the Olympic Village are also required to respect the protected atmosphere of the Olympic Village and are not allowed to report on the activities of other residents, unless they have obtained such other person's consent beforehand.

Athletes and other accredited persons can also record videos or audio or live stream content in the Olympic Village and share such photos or videos on social and digital media for personal, non-commercial and non-promotional use. Any filming and photographic rules in place in the Olympic Village (such as restrictions applicable to medical areas (polyclinic, Covid-19 patient clinic, doping control station), fitness centre, dining halls, collection centre and the residential zones of each NOC)must be respected.

Q12. Can I post about my sponsors during the Games?

A:. Athletes and other accredited persons may not post about their sponsors, promote any organisation and/or an organisation's products or services on social or digital media or otherwise use social and digital media in a manner that creates or implies any association between the Olympic Games or the IOC and an organisation and/or an organisation's products and services.

All athletes, coaches, trainers and officials must ensure that their activities on the internet and social and digital media comply with the requirements of Rule 40 of the Olympic Charter, the IOC's "*Commercial Opportunities for Participants"* document and any related instructions issued by the IOC, Tokyo 2020 Organising Committee and their respective National Olympic Committees. The IOC's "*Commercial Opportunities for Participants*" document contains limited exceptions to permit advertising by Olympic sponsors or, in certain circumstances, by other sponsors running existing campaigns.

Q13. Can I commercialise my Olympic Games related blogs and social media posts?

A. During the period of the Games, athletes and other accredited persons are not allowed to commercialise their social and digital media and internet activities (see further above "Can I post about my sponsors during the Olympic Games?") or to post or share certain types of video (see further below "Can I share videos taken from within Olympic venues"). This includes entering into contracts with third parties in exchange for posting content on their behalf or posting on a particular platform.

Q14. Can I use the Olympic symbol or other Olympic properties in my internet and social media posts?

A: Yes, provided the Olympic Symbol or other Olympic Properties (including in particular all Olympic emblems, mascots, flags, torches, mottos, etc.) are not used for commercial purposes, to promote any organisation and/or an organisation's products or services, or in a manner that suggests any association between the Olympic Games or the IOC and an organisation and/or its products and services, or any kind of endorsement by the IOC or the Tokyo 2020 Organising Committee. The integrity of the Olympic Symbol and other Olympic Properties should be maintained, and the Olympic Symbol and other Olympic Properties should not be distorted, altered or used in a context that has no relevance for the Olympic Games. Further guidance about the permitted use of Olympic Properties by accredited persons acting in a professional capacity for a media organisation (i.e. written press, photographers, non-rights-holding broadcasters, and any other rights holding media, whether accredited and non-accredited) is included in the IOC's "*Guidelines for Editorial Use of the Olympic Properties by Media Organisations*".

Q15. I am receiving unwanted attention online, how can I protect myself?

A: For information related to protecting yourself from online harassment and abuse, visit Athlete365, Safe Sport Section[4]. If you have any other concerns related to harassment and abuse during Games Time you can also contact the designated IOC Safeguarding Officer, or visit the IOC Safeguarding Office, situated in the polyclinic of the Olympic Village.

[4] https://olympics.com/athlete365/what-we-do/integrity/safe-sport/