



IPC DIGITAL MEDIA GUIDELINES

FOR ACCREDITED PERSONS AT THE PARIS 2024 PARALYMPIC GAMES

FEBRUARY 2024

Incorporating Paralympics Australia (PA) Supplementary Guidelines for:

- 1. Australian Accredited Persons; and**
- 2. PA Sponsors**

June 2024

GUIDELINES AT A GLANCE

At the **Games**, we actively encourage people to share their personal experience across personal **Digital Platforms** through the use of video, photos and other content.

To ensure no rules are broken and the rights granted to Media Rights Holders (the **MRHs**) are fully respected, the International Paralympic Committee (the **IPC**) has created these **Guidelines** to clarify what can and cannot be posted by **Accredited Persons** during the Paris 2024 Paralympic Games.

Words and phrases in bold have the meanings given to them in the Definitions (Section 13) at the end of these **Guidelines**.

The detailed rules are set out from Section 1 onwards, but in summary, the most important rules to be followed by **Accredited Persons** during the **Paralympic Games Period** are listed on Page 3 of this document.

If these **Guidelines** are breached by any **Accredited Person**, the **IPC** and **Paris 2024** shall be entitled to eject any person from a **Paralympic Venue** and to suspend or withdraw accreditation privileges without notice. The **IPC** reserves the right to take any other measures it deems fit with respect to infringements of these **Guidelines**, including issuing a **Take Down Notice**, taking legal action for an injunction, conservatory measure or damages, and imposing other sanctions, including against the National Paralympic Committee (“**NPC**”) of any Accredited Person where it appears to the **IPC** that the **NPC** either permitted or facilitated the breach or took no reasonable steps to control the **Digital Media** activities of its delegation.

You should also be aware that your activity or behaviour on **Digital Media** could give rise to sanctions for breaches of other policies and agreements you have consented to or entered into in consideration of your accreditation to participate in the **Games**.

[PA Sponsors](#)

Paralympics Australia actively encourages PA Sponsors to share content across owned **Digital Platforms** through the use of video, photos and other content and has included supplementary Guidelines to assist PA Sponsors with the proper use of content.

PA reserves the right to take any measures it deems fit with respect to infringements of these Guidelines, including issuing a Take Down Notice in the event of a breach of guidelines on any PA Sponsor channel.

CAN

- ✓ Accredited Persons **can** record and post video content and take photographs using a personal mobile phone, but not any professional equipment, from or within the following areas, provided they only share it across their personal Digital Platforms:
 - the Paralympic Village (excluding medical and doping areas)
 - Sporting competition areas - you can upload a maximum of two minutes per day and it cannot be Live Streamed and you must respect these Guidelines
 - Opening and closing ceremonies
 - Official transport areas
 - Training venues and practice areas
 - Paralympic Competition Venues on the day of competition up to one hour before competition (excluding call room, mixed zone, doping control and medical areas) and after you have left the mixed zone/doping control station following your competition.
- ✓ Accredited Persons **can** also answer questions from the media via social channels (including attending remote video calls with media, in accordance with the rules stated in the News Access Rules: Paris 2024 Paralympic Games).

CANNOT

- ✗ Accredited Persons **cannot** share and/or produce any Live Streaming of any activity taking place in any of the following places:
 - Sporting competition areas (sport performances, national anthems, coin toss and any celebrations on the field of play);
 - Medal ceremonies; and
 - Paralympic Competition Venues. (with the only exception being the Opening or Closing Ceremonies).
- ✗ In addition, Accredited Persons **must not** post any video or content that:
 - is longer than 2 minutes;
 - is discriminatory, offensive, hateful, profane, vulgar, sexuality explicit or defamatory;
 - gives publicity to or endorses personal sponsors or marketing partners;
 - shares private information about fellow athletes;
 - assumes the role of a journalist or media outlet. Accredited Persons must not provide national media with footage;
 - uses any photograph or film recorded by them for the purpose of bringing or supporting any protest, appeal or other challenge to an athlete's performance
 - films and/or shares any audio/video recordings of the following areas:
 - o back of house - meaning the non-public accredited areas that are generally designed to support Games operations, including call rooms, coach areas, warm-ups areas, etc; or
 - o restricted areas - meaning the polyclinic, doping control station, fitness centre, dining halls and Residential Zones of other teams at the Paralympic Village.

The opportunity for Australian Accredited Persons to record and post video content and take photographs using a personal mobile phone extends to PA Venues and Events and to public domain areas in Paris, including public domain areas hosting Paralympic Competition Venues.

PA Sponsors

PA Sponsor Employees and Contractors have the same opportunity as Australian Accredited Persons provided they conform with these Guidelines and any terms and conditions imposed by Paris 2024 related to entry to Paralympic Competition Venues.

For the avoidance of doubt, a PA Sponsor may not post or repost Digital Media recorded, taken or prepared by its Employees and Contractors unless the Digital Media forms part of Advertising approved by PA.



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INTRODUCTION

The IPC actively encourages athletes and other **Accredited Persons** attending the **Games** to share their experiences via their own personal social and digital media to billions of people around the world.

At the same time, with the **Games** set to be the most widely broadcast Paralympic Games in history, we need to control how **Digital Media** is used in some aspects in order to protect the rights of the **MRHs**, other athletes and participants, and the intellectual property of the IPC and **Paris 2024**.

Therefore, **Digital Media** activity must be carried out in accordance with these **Guidelines** as well as other applicable rules and policies listed in Section 11 of this document.

These **Guidelines** will apply to all **Accredited Persons** (excluding the **MRH** and **Accredited Press** who have their own respective guidelines) during the **Paralympic Games Period**.

The **MRH** have the rights granted to them under their Media Rights Agreements which will allow them generally to enjoy territory-wide rights to broadcast the **Games** across multiple platforms, including via **Digital Media** channels.

Accredited Press must adhere to the [Paris 2024 Paralympic Games News Access Rules](#) (these are rules for the use of short extracts for news reporting applicable for the **Games**).

GENERAL PRINCIPLES

PERMITTED USE

Please share your **Games** experience on your own personal **Digital Media** accounts using the hashtags *#Paris2024* and *#Paralympics*.

Australian Accredited Persons are also encouraged to use the official Paralympics Australia hashtag *#ImagineWhatWeCanDo*

Postings should be polite, courteous, and respectful to the **IPC**, **Paris 2024**, all **NPCs** and **IFs**, and other **Accredited Persons**.

Participants can use personal **Digital Media** to comment, demonstrate, protest, and/or make political statements as set out in the **Supplementary Regulations – Paris 2024 Paralympic Games – Demonstrations** (to be published in 2024 [here](#)). However, please note that any demonstration, protest, statement, comment, gesture, or other conduct that involves any Impermissible Element(s) (as defined in the Supplementary Regulations) is strictly prohibited at all times and in all places.

Personal **Digital Media** and postings must not:

- feature any **Live Streaming** (~~with the only exception being~~ **Note: the opportunity for Australian Athletes to live stream from** the Opening or Closing Ceremonies and any remote interviews conducted from within the Paralympic Village is still under review and PA will advise in due course if this opportunity is permitted);

- use discriminatory, homophobic, racist, sexist, offensive, hateful, profane, vulgar, sexually explicit or defamatory language or audio-visual or audio content;
- intrude upon the privacy of participants at the **Games** (without the consent of such participants, persons and entities);
- be for commercial and/or marketing purposes and must not create or imply an association between a third party and the **IPC, Paris 2024, the Games** or the **Paralympic Movement** (unless such association actually and lawfully exists);
- make use of professional standard recording equipment (no broadcast quality camera, sound recording equipment). The **IPC** and **Paris 2024** will have absolute discretion to decide which equipment or devices are to be treated as 'professional standard' for the purpose of these **Guidelines**;
- make use of any of the official **Games Marks** or **IPC** trade marks such as the **Paralympic Symbol**, in any way that creates an association with any third party or any third party's products or services, or in a manner that may give the impression that such third party's products or services have an official relationship with the **IPC, Paris 2024, any NPC** and/or the **Paralympic Movement**; or
- apply or make use of any of the **Games Marks**, or **IPC** trade marks (including the **Paralympic Symbol**), except when the image being used naturally contains these marks (for example because the marks appear in the background).

PERSONAL EXPERIENCE AND NON-JOURNALISTIC USE

Posts must reflect your own personal **Games** experience.

You must not create and distribute any audio or audio-visual content as part of any journalistic or news reporting function (you must not act as a journalist or supply images, text or other content to news channels or platforms) unless you have official media accreditation.

DIGITAL MEDIA CONTENT

Your personal **Digital Media** posts can contain video images, still photographs, sound and Animated GIFs provided these:

- have been taken by you for personal use;
- do not contain any **Live Streaming**;
- comply with the General Principles set out in Section 2 above;
- are made freely available without any charge or profit; and
- respect the restrictions outlined below, if they have been filmed from within **Paralympic Venues**.

RESTRICTIONS ON PUBLISHING VIDEO CONTENT FILMED IN PARALYMPIC VENUES

In order to protect the rights of our **MRHs**, special care must be taken when creating video or audio content for **Digital Media** from within **Paralympic Competition Venues**.

You are permitted to post crowd reaction material, general venue imagery, pictures of yourself and friends, and general atmosphere content from the **Paralympic Competition Venues**. However:

- you must not **Live Stream** any moving images of sporting action from inside **Paralympic Competition Venues**, with the only exception being the Opening or Closing Ceremonies. You are only permitted to promote the official **Live Stream** of the **IPC** or the **MRH** from your country, for example by including a relevant link to the website that offer the official Live Stream;
- you can only upload a maximum of two minutes of recordings (non-live) from **Paralympic Competition Venues** each day to your own personal **Digital Media** channels. This footage can only be uploaded up to one hour before sporting competition and after you have left the mixed zone/doping control station;
- content must never compete with, or seek to replicate, the broadcast images and rights of the **MRH**; and
- it is not permitted to film other people in the **Paralympic Village** without their prior permission.

Any breaches of these restrictions could lead to sanctions being imposed as outlined in Section 9.

ADVERTISING AND SPONSORSHIP

You are reminded of the requirements of the [Paris 2024 Athlete Sponsorship and Advertising Guidelines](#). Therefore, you are not permitted to promote any brand, product or service on your **Digital Platforms** during the **Paralympic Games Period** unless permitted to do so under those guidelines or in accordance with the requirements of your **NPC**.

[PA Sponsors](#)

[PA Sponsors](#) are permitted to promote your own brand, product or service, as defined in the sponsorship agreement with PA, on your Digital Platforms during the Paralympic Games Period provided any Digital Media used as Advertising complies with these Guidelines and Supplementary Guidelines, any other guidelines provided by PA and is approved by PA in accordance with the sponsorship agreement.

DOMAIN/ APP NAMES

Domain names, mobile applications and social media handles that include any Paralympic terminology are not permitted. For example, *[yourname]paralympic.com* or *@[yourname]paralympic* would not be permitted while *[yourname].com/paralympic* would be allowed.

You may not create stand-alone Paralympic-themed websites, applications or any other features, whether to host coverage of the **Games** via **Digital Media** or otherwise. You may not also frame or embed any **Live Stream** or official **Games** content in your website or from your personal **Digital Platforms**.

Any domain names, mobile apps and/or social media handles etc., created in breach of these **Guidelines** will become the property of the **IPC**. Any **Accredited Person** that is registered as the owner or controller (registrant) of these will be deemed to hold their interest in the domain names, mobile apps and/or social media handles etc. on trust for the **IPC** and will assign these to the **IPC** forthwith upon **IPC** requesting that they be assigned.

OFFICIAL CHANNELS

You are encouraged to “link” your **Digital Media** platforms to the official site of the **Paralympic Movement** (<https://www.paralympic.org/>), the official site of the **Games** (www.paris2024.org) and the official site of your **NPC** (<https://www.paralympic.org.au/>) and/or **IF**.

Please be aware of the following online channels which may feature a variety of **Games** related content. You are encouraged to link your content to these websites and tag the following digital platforms:

- www.paralympic.org – the official website of the **IPC**
- www.paris2024.org – the official website of **Paris 2024**
- www.facebook.com/Paralympics - the **IPC**'s official Facebook page
- www.x.com/Paralympics - the **IPC**'s official X account (formerly Twitter)
- www.instagram.com/Paralympics – the **IPC**'s official Instagram account
- www.youtube.com/Paralympics - the **IPC**'s official YouTube channel
- TikTok: Paralympics – the **IPC**'s official TikTok account
- Snapchat: Paralympics – the **IPC**'s official Snapchat account

Australian Accredited Persons are encouraged to link your content to these websites and tag the following digital platforms:

- www.paralympic.org.au – the official website of **PA**
- www.facebook.com/AUSParalympics/ - the official Facebook page of **PA**
- www.instagram.com/ausparalympics - the official Instagram account of **PA**
- www.linkedin.com/company/ausparalympics - the official LinkedIn account of **PA**
- www.twitter.com/AUSParalympics – the official X handle (formally Twitter) of **PA**
- www.youtube.com/user/ausparateam - the official YouTube channel of **PA**

LIABILITY

You are responsible for any legal consequences arising from your activity on your **Digital Platforms**, including content that is deemed to be obscene, offensive, defamatory or otherwise illegal, or infringing on any third party's rights.

This may also apply if you have authorised a third party to manage your **Digital Platforms** accounts or to express opinions on your behalf.

The **IPC** shall take no responsibility or accept any liability for any activity or content posted on your **Digital Platforms**, whether in compliance with these **Guidelines** or not.

RESPONSIBILITY AND MONITORING

The **IPC** will conduct regular checks of content relating to the **Games** that is published online to ensure that these **Guidelines** are being complied with.

The **IPC** asks for the support of all **Accredited Persons** in controlling any ambush activity or any sites engaged in conduct that is breach of these **Guidelines** and/or which is offensive to or adversely affects the goodwill associated with the **Games** and the **Paralympic Movement**. The **IPC** asks that **Accredited Persons** discovering unauthorised content to please report it immediately to ipc.media@paralympic.org.

PA will conduct regular checks of content relating to the **Australian Paralympic Team** and **Australian Accredited Persons** that is published online to ensure that these **Guidelines** are being complied with and to control unauthorised attempts to associate with the Games, PA or the Australian Paralympic Team.

PA asks for the support of all **PA Sponsors** and **Australian Accredited Persons** in controlling any ambush activity or any sites engaged in conduct that is in breach of these **Guidelines** or implies an association with the Games, PA, the Australian Paralympic Team or and Australian Accredited person that does not exist. Any unauthorised content should be reported to partnerships@paralympics.org.au.

INFRINGEMENT OF GUIDELINES

If these **Guidelines** are breached by any **Accredited Person**, the **IPC** and **Paris 2024** shall be entitled to eject any person from a **Paralympic Venue** (including a **Paralympic Competition Venue** and **Residential Zone**) and to withdraw or suspend accreditation privileges without notice and without any form of hearing or appeal. The **IPC** reserves the right to take any other measures it deems fit with respect to infringements of these **Guidelines**, including issuing a **Take Down Notice**, taking legal action for an injunction, conservatory measure or damages, and imposing other sanctions, including against the **NPC** of any participant where it appears to the **IPC** that the **NPC** either permitted or facilitated the breach or took no reasonable steps to control

the **Digital Media** activities of its delegation. You should also be aware that your activity or behaviour on **Digital Platforms** could give rise to sanctions for breaches of other policies and agreements you have consented to or entered into in consideration of your accreditation to participate in the **Games**.

AMENDMENTS/INTERPRETATION

The IPC reserves the right to amend these **Guidelines**, as it deems appropriate.

PA reserves the right to amend the **Supplementary Guidelines** as it deems appropriate.

OTHER RELEVANT GUIDES AND POLICIES

- [IPC Handbook](#)
- All Guides and Policies for the **Games** can be found [here](#), including:
 - Paris 2024 Conditions of Participation Agreement
 - [Paris 2024 Athlete Sponsorship and Advertising Guidelines](#)
 - [Paris 2024 News Access Rules](#) (including house rules relating to remote interviews)
 - Supplementary Regulations – Paris 2024 Paralympic Games - Demonstrations

Your **NPC** or **IF** may also have their own guidelines that you will need to be aware of and follow.

- **PA Supplementary Guidelines have been incorporated into these IPC Guidelines.**

FREQUENTLY ASKED QUESTIONS

Q: WHO IS CONCERNED BY THE GUIDELINES?

A: The **Guidelines** apply to all **Accredited Persons** for the **Games**.

Supplementary Guidelines shown in red apply to all Australian Accredited Persons and to all PA Sponsors as appropriate.

Supplementary Guidelines for PA Sponsors only are provided in Blue.

Q: WHEN DO THE GUIDELINES APPLY?

A: The **Guidelines** apply for the **Paralympic Games Period** (from 20 August to 16 September 2024).

Q: CAN I USE DIGITAL MEDIA DURING MY PARTICIPATION AT THE GAMES?

A: YES: the **IPC** encourages all **Accredited Persons** to share their experiences at the **Games** with others through **Digital Media** but requires that the rules outlined in these **Guidelines** are observed.

Also remember that any online activity is still subject to applicable laws (such as defamation, privacy and intellectual property laws) and so **Accredited Persons** must also respect those laws and ensure that their **Digital Media** activity does not contain defamatory or obscene content. Postings that are racist, sexist, homophobic, discriminatory or offensive towards any other persons are also prohibited.

Q: CAN I POST ABOUT THE COMPETITIONS?

A: YES: we actively encourage athletes and other **Accredited Persons** to post about their competitions and **Games** experience, but they are not permitted to **Live Stream** any videos, including of the sporting competition.

If you are attending a sporting competition as a spectator, you can post text and photos from the sporting competitions in real-time.

If you are attending a **Paralympic Competition Venue** as a competing athlete, you can only upload a maximum of two minutes of recordings (non-live) each day to your own personal **Digital Media** channels. This footage can only be uploaded up to one hour before sporting competition and after you have left the mixed zone/doping control station following your competition.

Content must never compete with, or seek to replicate, the broadcast images and rights of the **MRH**.

Under no circumstances, shall any video from back of the house at the **Paralympic Venues** be shared.

You should not assume the role of a journalist or media outlet. Posting should therefore be in a first-person, diary-type format.

Q: CAN I ANSWER QUESTIONS FROM THE MEDIA ASKED THROUGH DIGITAL MEDIA?

A: YES: in the same way as offline, **Accredited Persons** are allowed - but under no obligation - to answer questions from the media asked through **Digital Media**. Remember, you post your opinions, and any other materials, at your own risk and you should make it clear that the views expressed are your own.

Q: 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 using tools like Zoom, TEAMS or GoogleMeet). You should always liaise with and inform your **NPC** prior to agreeing to a remote interview. Further information regarding remote interviews can be found on the [Paris 2024 Paralympic Games News Access Rules](#).

Q: CAN I SHARE PHOTOS TAKEN FROM PARALYMPIC VENUES?

A: YES: **Accredited Persons** can share still photographs they take within or **outside Paralympic Competition Venues** and other **Paralympic Venues** on **Digital Media** provided these **Guidelines** are followed.

If publishing photos that you have not taken yourself, you need to ensure that you have been expressly authorised by the copyright holder or photographer to do so.

Please note that specific requirements apply in the perimeter of the **Paralympic Village** (see below “Q: Can I post photos or videos taken within the Paralympic Village?”).

Q: CAN I POST PHOTOS OR VIDEOS TAKEN WITHIN THE PARALYMPIC VILLAGE?

A: YES: athletes and other **Accredited Persons** with the necessary access rights can take photos from within the **Paralympic Village**, with the exception of medical and anti-doping control areas. Such photos can be shared on **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 consent should be obtained beforehand, and you should be mindful of privacy laws that may apply. It is the responsibility of the **Accredited Person** to get any consent from third parties appearing on its **Digital Media** post. Persons staying in the **Paralympic Village** are also required to respect the protected atmosphere of the **Paralympic Village** and are not allowed to report on the activities of other residents, unless they have obtained such other person’s consent beforehand.

Accredited Persons can also record videos or audio content in the **Paralympic Village** and share such photos or videos on **Digital Media** for personal, non-commercial and non-promotional use, provided the content complies with these **Guidelines**.

Q: CAN I SHARE GIFS CREATED FROM PHOTOS AND VIDEO I HAVE TAKEN FROM WITHIN THE PARALYMPIC 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 **Accredited Persons** have captured from within the **Paralympic Venues** may be shared on personally owned websites and social media pages, for non-commercial and non-promotional use only. GIFs containing images of the sporting competition areas or back of house areas are not permitted.

Q: CAN I POST ABOUT MY PERSONAL SPONSORS DURING THE GAMES?

A: Generally NO. As a principle, **Accredited Persons** should only use **Digital Media** during the period of the **Games** for the purposes of sharing their personal experiences, not for commercial and/or advertising purposes.

In addition to these **Guidelines**, all athletes must ensure that their activities on **Digital Media** comply with the requirements of the [IPC’s Athlete Sponsorship and Advertising Regulations](#) and the related instructions issued by the **IPC, Paris 2024** and their respective **NPC**. The Athlete Sponsorship and Advertising Guidelines allow you post “thank you messages” and also contain limited exceptions to permit marketing by Worldwide Paralympic Partners or, in certain circumstances, by other sponsors running existing campaigns that are published before the **Games**. You must check what your **NPC** permits you to do and ensure you adhere to those **NPC** guidelines. If your **NPC** has no such guidelines, you must comply with the **IPC’s Athlete Sponsorship and Advertising Guidelines**.

Q: CAN ATHLETES POST ON DIGITAL MEDIA A VIDEO RECORDED BY THEIR COACHES (OR ANYONE ELSE) DURING TRAINING OR WARM-UP?

A: NO: athletes can only post content recorded by themselves during training or warm-up on the condition it complies with the timing requirement set out in these Guidelines.

Q: CAN ATHLETES POST HIGHLIGHTS OF THEIR PERSONAL COMPETITION ON DIGITAL MEDIA?

A: NO: an athlete can only post highlights of their personal competition providing they are reposting or sharing content published by the official **MRH** in the athlete’s country or the **IPC**.

Q: CAN I USE THE PARALYMPIC SYMBOL OR OTHER PARALYMPIC PROPERTIES IN MY DIGITAL MEDIA POSTS?

A: **Accredited Persons** must not use the **Paralympic Symbol** or the **Paris 2024 Games Marks**, or any **NPC emblem** on any **Digital Media** on a 'standalone' basis. However, **Accredited Persons** can share images where they are pictured in front of the **Paralympic Symbol**, **Paris 2024 Games Marks** or **NPC emblem** or photographed with the Paralympic Mascot, or where any of those symbols are incidental in the video.

The word "Paralympic" and other Paralympic terminology can be used by **Accredited Persons** on **Digital Media** but only for editorial/factual purposes (for example to describe your experience at the **Games**).

For note, using *#Paralympics* on X during the **Paralympic Games Period** is actively encouraged and will automatically result in the creation of a **Paralympic Symbol** emoji.

PA Sponsors

PA Sponsors are permitted by PA to use **PA Properties** in Digital Media.

PA Sponsors can share images taken in front of the **Paralympic Symbol** or **Paris 2024 Games Marks** or photographs with the Paralympic Mascot, or where any of those symbols are incidental in the video or photograph.

Any other use of the **Paralympic Symbol** or **Paris 2024 Games Marks** in Digital Media by a **PA Sponsor** is not permitted unless approval is granted by the IPC or Paris 2024.

Q: CAN I USE DIGITAL MEDIA TO SHARE MY VIEWS ON PARTICULAR SUBJECTS?

A: Participants can use **Digital Media** to comment, demonstrate, protest, and/or make political statements as set out in the Supplementary Regulations – Paris 2024 Paralympic Games - Demonstrations. However, please note that any demonstration, protest, statement, comment, gesture, or other conduct that involves any Impermissible Element(s) (as defined in the Supplementary Regulations) is strictly prohibited at all times and in all places.

PA Sponsors

PA Sponsors can use Digital Media to promote their association with PA and the Australian Paralympics Team. They are not permitted to comment, demonstrate, protest, and/or make political statements in any Digital Media or Advertising that references the IPC, the Games or the Paralympic Movement or contains **PA Properties**.

DEFINITIONS

“**Accredited Persons**” refers to persons who have received a Paralympic Identity and Accreditation Card that permits the holder access entitlements and other privileges for the **Games**.

“**Accredited Press**” refers to written and photographic press, including technicians, support staff, and non-rights holding radio and television professionals who have received a Paralympic Identity and Accreditation Card that permits the holder access entitlements and other privileges for the **Games**.

“**Advertising**” refers to any form of commercial advertising, marketing campaign or events designed to promote the goods and/or services of a company or brand, including using social media, paid-for advertising (such as press advertisements, billboards and television and radio advertisements), direct advertising, PR, product promotion, lending, or gifting of products to Athletes, on-product, and in-store promotions.

“**Australian Accredited Persons**” refers to persons who have received a Paralympic Identity and Accreditation Card through the endorsement or authorisation of PA.

“**Digital Media**” refers to all digitised content (text, audio, graphics, video) that can be transmitted over **Digital Platforms**.

“**Digital Platforms**” means a website(s), social media site or a third-party hosted platform (such as Facebook, Twitter, TikTok or YouTube), regardless of whether those websites or platforms are available through the internet or customised for mobile devices.

“**Games**” means the Paris 2024 Paralympic Games

“**Games Marks**” means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the **Games** and does not include the **Paralympic Symbol**.

“**Guidelines**” means the rules set out in these guidelines.

“**IF**” means each International Federation for a sport on the Paralympic Games programme.

“**IPC**” means the International Paralympic Committee.

“**Live Streaming**” or “**Live Stream**” means any live or near live or simultaneous broadcast, exhibition or display of action or activity during the **Games** (taken from within Paralympic Competition Venues) which is made available to the public, including through use of live streaming functions on social media or any other website.

“**Media Rights Holders**” or “**MRH**” means an organisation which has been granted the right to broadcast the **Games** in a particular territory or a group of territories.

“**NPC**” means National Paralympic Committee

“**Paralympics Australia**” or “**PA**” means the NPC for Australia.

“**PA Properties**” means the symbols, designations and other intellectual property of PA detailed in the PA Sponsor’s sponsorship agreement with PA.

“PA Sponsor” means any partner appointed by PA or with sponsorship rights granted by PA for the territory of Australia as listed on the PA website.

“PA Venues and Events” means any venue or event in Paris operated or conducted under the authority of PA during the Paralympic Games Period, including The Mob Hotel.

“Paralympic Competition Venues” means all venues where official competitions take place including all the associated or lined official training and practice facilities.

“Paralympic Games Period” means the period from 20 August 2024 to midnight on 16 September 2024 when the Paralympic Village will close.

“Paralympic Movement” comprises the IPC, the IPC Members, the Recognised International Federations, and any other Persons that participate in Para sport or are involved in the promotion, organisation, and/or delivery of Para sport.

“Paralympic Symbol” means the official emblem of the IPC (sometimes referred to as the Three Agitos).

“Paralympic Venues” includes all venues that require a Paralympic accreditation card or ticket to gain entry, including the **Paralympic Village**, Village Plaza, the Paralympic Competition Venues and the training and practice venues.

“Paralympic Village” is a highly restricted venue that houses and provides a range of services to all eligible athletes and officials for the duration of the **Games**.

“Paris 2024” means the Organising Committee for the 2024 Olympic and Paralympic Games in Paris, France.

“Residential Zone” is a highly restricted area of the **Paralympic Village** containing accommodation, offices and services for athletes and team officials.

“Take Down Notice” means a notice requiring **Accredited Persons** or third party to take down a post in whole or in part within a specified period.

SUPPLEMENTARY GUIDELINES FOR PA SPONSORS

PA Sponsors are encouraged to use **Digital Media** to promote their association with PA and the Australian Paralympic Team and may use **Digital Media** as part of Advertising provided that:

- it does not imply an association with the Games, the IPC that has not been authorised;
- it does not imply an association with or the endorsement of an Accredited Person that has not been authorised by that person;
- it does not reference or tag any third party brand unless approved by PA in writing;
- it complies with these guidelines and with the PA Sponsors sponsorship agreement;
- any use of PA Properties is in accordance with the brand guidelines provided by PA and the PA Sponsor’s sponsorship agreement;
- it has been approved by PA in accordance with the PA Sponsor’s sponsorship agreement.

PA Sponsors may repost or share Digital Media posted by PA provided that:

- there is no accompanying commentary added by the PA Sponsor; or
- any accompanying commentary added by the PA Sponsor is consistent with a campaign approved by PA; or
- any accompanying commentary added by the PA Sponsor is limited to straightforward words of support such as 'well done' or 'congratulations'

PA Sponsors may repost or share Digital Media posted by Paris 2024 or the IPC provided that:

- there is no accompanying commentary added by the PA Sponsor; or
- any accompanying commentary added by the PA Sponsor promotes the PA Sponsor's association with PA and is consistent with a campaign approved by PA.

PA Sponsors may repost or share Digital Media posted by Australian Accredited Persons provided that:

- the PA Sponsor has an agreement that authorises an association with the Australian Accredited Person; or
- the PA Sponsor reposts or shares an equal amount of Digital Media from four or more Australian Accredited Persons representing 3 or more different sports, any commentary added by the PA Sponsor does not imply the endorsement of, or an association with, the Australian Accredited Person and any commentary added by the PA Sponsor is consistent with a campaign approved by PA.

PA Sponsors may source or produce bespoke Digital Media to be used or posted as part of a campaign or Advertising approved by PA. Bespoke Digital Media can be sourced by the PA Sponsor from various sources including:

- Employees and Contractors using personal mobile phone devices in accordance with these Guidelines;
- Contractors using professional equipment subject to any approvals required for access to locations, in particular Paralympic Venues and PA Venues and Events;
- The PA media team, subject to PA agreement, which must be requested by the PA Sponsor in writing by no later than 30 April 2024, with all reasonable requests received from PA Sponsors to be reviewed with the PA media team prior to any approval from PA

The PA Sponsor is responsible for any costs associated with the production of Digital Media and any approvals required, including from PA.

PA Sponsors are encouraged to discuss their Digital Media plans with PA Partnerships during the creative planning process to help develop the most effective campaigns and to avoid late changes resulting from non-approval. Requests to discuss Digital media plans should be forwarded to your Account Manager via partnerships@paralympics.org.au

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