



INTERNATIONAL  
OLYMPIC  
COMMITTEE

## **IOC Internet Guidelines for athletes, coaches, trainers, officials and any other accredited participants**

### **XXI Olympic Winter Games, Vancouver 2010<sup>1</sup>**

In order to ensure that athletes, coaches, trainers, officials and any other accredited participants under an NOC's responsibility do not inadvertently breach any of the eligibility provisions of the Olympic Charter, the IOC offers the following guidance to NOCs regarding Olympic Charter provisions as they relate to the Internet.

1. **Commercial Activity during the Games: Rule 41, Bye Law 3** states that *“Except as permitted by the IOC Executive Board, no competitor, coach, trainer or official who participates in the Olympic Games may allow his person, name, picture or sports performances to be used for advertising purposes during the Olympic Games.”*
  - a) **Use of Image for commercial purposes** - In order for an athlete to enter into exclusive contractual arrangements with commercial Internet site producers during the Olympic Games, the permission of the NOC of the competitor and the International Olympic Committee must be obtained.
  - b) **Memorabilia Auctions** - The IOC encourages athletes wishing to donate memorabilia to make a donation to the Olympic Museum in Lausanne, Switzerland. For the duration of the Olympic Games, Olympic athletes should not allow personal equipment or artifacts to be placed in commercial auctions.
  
2. **Reporting from the Games: Rule 49, Bye Law 3** states that *“Under no circumstances, throughout the duration of the Olympic Games, may any athlete, coach, official, press attaché or any other accredited participant act as a journalist or in any other media capacity.”*

Nothing herein restricts athletes from being interviewed by an accredited journalist, but they cannot act as journalists themselves. The following are a few clarifications:

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<sup>1</sup> These guidelines apply only to the XXI Olympic Winter Games, Vancouver 2010. The IOC reserves its right to change these present guidelines. The English version of these guidelines shall prevail.



- a) **Athlete's official web site** - Athletes may not create a web site for the Olympic Games. To the extent that the Athlete has a permanent web site, the Athlete may maintain that site, provided that none of the advertising or commercial arrangements breach the rules of the NOC. In terms of content, athletes may report on their own personal views and comment, but they may not report on any issues other than those linked to the Athlete. The Athlete's site may contain pictures taken by accredited journalists.
- b) **Personal Still and Video Cameras** – Subject to the *“IOC Blogging Guidelines for Persons Accredited at the XXI Olympic Winter Games, Vancouver 2010”*, cameras (including mobile phones equipped with a camera) are for personal use only. Images taken by athletes, coaches, trainers, officials and any other accredited participants in Olympic Venues or in the Olympic Village may not be used in any public manner or broadcast capacity, including display on a website, at any time, unless the written consent of the IOC is obtained beforehand.
- c) **Mobile Telephones and Audio Devices** - Athletes, coaches, trainers, officials and any other accredited participants may not use any audio device (recorder, mobile phone, etc.) to record their voice or transmit from within an accredited venue for eventual use on television, radio or the Internet.
- d) **Olympic marks** – The Olympic marks, including the Olympic symbol, may be used solely for editorial purposes. Under no circumstances, may these marks be associated with athletes, coaches, trainers, officials and any other accredited participants or with any third party or third party's products or services in any way that may give the impression that they and/or such third party or third party's products or services have an official relationship with the IOC, VANOC, the Games and/or the Olympic Movement.
- e) **Chat** - An athlete, coach, trainer, official and any other accredited participants may participate in on-line “chat” sessions, as this is akin to being interviewed (by the public at large as opposed to a journalist), provided that this activity is unpaid.
- f) **Chips/Telemetry** - Athletes, coaches, trainers, officials and any other accredited participants may not carry or allow a third party to place a chip or



any other electronic device on their person which sends physiological data or other information to a third party.

### **3. IOC Blogging Guidelines**

Please find attached a copy of the “*IOC Blogging Guidelines for Persons Accredited at the XXI Olympic Winter Games, Vancouver 2010*”, which shall apply subject to these guidelines.

### **4. Monitoring**

The IOC will continue to monitor Olympic on-line content to ensure that the integrity of broadcaster and sponsor rights is maintained. The IOC asks that athletes, coaches, trainers, officials and any other accredited participants discovering unauthorised content please contact IOC TMS Head of Digital Media Mr Stéphane Kanah immediately, at **monitoring2010@olympic.org**

### **5. Infringements**

The accreditations of any organisation or person accredited at the Olympic Games may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these guidelines. The IOC reserves its right to take other appropriate measures with respect to infringements of these guidelines, including taking legal action for damages, and imposing other sanctions.

Note:

“OLYMPIC MARKS” means the OLYMPIC SYMBOL and the GAMES MARKS.

“OLYMPIC SYMBOL” means the five interlocking rings used alone.

“GAMES MARKS” means the official emblem, mascot, pictograms and other logos and insignias identifying the GAMES and does not include the OLYMPIC SYMBOL.