

## IPC Blogging Guidelines for Persons Accredited at the Beijing 2008 Paralympic Games

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Since the last two Games, technology has made it easier and faster to blog and the number of personal online diaries has extensively increased. All those blogs were not officially approved by the IPC at that time.

These Guidelines have been developed for persons accredited (“**Accredited Persons**”) at the Beijing 2008 Paralympic Games (the “**Games**”) who maintain personal blogs, accessible by the general public, that contain any content related to their personal experiences at, and participation in, the Games (“**Paralympic Content**”) upon the occasion of the Games, namely, from eight days prior to the Opening Ceremony of the Games until three days after the Closing Ceremony of the Games. They are also applicable to Accredited Persons who post Paralympic Content on the websites of others.

Like the International Olympic Committee (IOC), the IPC considers blogging, in accordance with these Guidelines, as a legitimate form of personal expression and not as a form of journalism. Therefore, the IPC does not consider that blogs by Accredited Persons, in accordance with these Guidelines, will compromise Chapter 4.1. of the Accreditation and Sport Entries at the Paralympic Games User’s Guide which states that “*Only those persons accredited as media may act as journalists, reporters or in any other media capacity*”.

Additionally, accredited persons at the Games must abide by the IPC Handbook and related guidelines.

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## 1. Definition of a Blog

A blog is a type of website where entries are made (such as in a journal or diary), usually displayed in a reverse chronological order.

## 2. Personal Information

It is required that, when Accredited Persons at the Games post any Paralympic Content, it be confined solely to their own personal Paralympic-related experience. Without limiting the generality of the foregoing, blogs of Accredited Persons should take the form of a diary or journal and, in any event, should not contain any interviews with, or stories about, other Accredited Persons.

Accredited Persons should not disclose any information that is confidential or private in relation to any third party including, without limitation, information which may compromise the security, staging and organization of the Games and, where relevant, the accredited persons' respective team or the privacy of any other Accredited Person.

In any event, blogs of Accredited Persons containing Paralympic Content should at all times conform to the Paralympic values and the Paralympic Spirit as contained in the IPC Handbook, and be dignified and in good taste.

## 3. No Sound or Moving Images of the Games

The dissemination of moving images of the Games through any media, including display on the Internet, is a part of the IPC's intellectual property rights. No sound or moving images (including sequences of still photographs which simulate moving images) of any Paralympic events, including sporting action, Opening, Closing and Medal Ceremonies or other activities which occur within any zone which requires an Paralympic Identity and Accreditation Card (PIAC) or ticket for entry - eg, competition and practice venues, Paralympic Village, Main Press Centre - ("**Accredited Zones**") may be made available, whether on a live or delayed basis, regardless of source.

## 4. Still Pictures

As a general rule, blogs by Accredited Persons containing Paralympic Content must not include any still picture taken within Accredited Zones at the Games. Notwithstanding the foregoing, Accredited Persons may feature

still pictures taken of themselves within Accredited Zones provided that such pictures do not contain any sporting action of the Games or the Opening, Closing or Medal Ceremonies of the Games. It is the Accredited Persons' responsibility to obtain the consent of other persons appearing in any pictures which may featured in accordance with this Section.

## 5. Paralympic Marks

The Paralympic Symbol, the word "Paralympic" and other Paralympic related words, including, but not limited to "Paralympic Games", "Paralympics" and "Paralympic Team(s)" and designs (the "**Paralympic Marks**") may be used solely for editorial purposes in conjunction with Paralympic Content. Under no circumstances may the Paralympic Marks be associated with any third party or any third party's products or services in any way that may give the impression that such third party or such third party's products or services have an official relationship with the IPC, the Beijing 2008 Organizing Committee of the Olympic and Paralympic Games, any National Paralympic Committee and/or the Paralympic Movement.

## 6. Advertising and Sponsorship

As a general rule, Accredited Persons must not include any commercial reference in connection with any Paralympic Content posted on their blogs. Specifically, this means that no advertising and/or sponsorship may be visible on screen at the same time as Paralympic Content. Notwithstanding the foregoing, advertising and/or sponsorship on the screen at the same time as Paralympic Content is allowed only if it is an IPC Partner or a partner of the respective NPC or Organizing Committee. Subject to the foregoing, any advertising and/or sponsorship must not be intrusive (i.e. no pop-ups nor expandable banners) and, in any event, must not take up more than 15 % of the screen at any given time. In addition, the websites of BOCOG, other Organizing Committees and the National Paralympic Committees, as well as the websites of the official broadcast rights holders of the Games, may contain advertising and sponsorship as permitted by the IPC.

Accredited Persons may not post Paralympic Content on the websites of third parties, and should take all reasonable steps to stop third parties from doing so, if there is any association being made between such third parties or other advertising and/or sponsorship and, on the other hand, the Paralympic Content.

## **7. No Exclusivity**

Accredited Persons should not enter into any exclusive agreement with any company with respect to the posting of any Paralympic Content. In this regards, please also see the Beijing 2008 Paralympic Games Eligibility Code that states:

- “I agree that all photographs and moving images taken by me at the Beijing 2008 Paralympic Games, including those of athletes competing within any Paralympic venues, shall be used solely for personal and non-commercial purposes, unless prior written consent is obtained from the IPC.”
- “I am agreeing to not allowing my image and/or name in relation to my sport performance(s) during the Beijing 2008 Paralympic Games to be exploited by third parties for commercial purposes without prior approval by the IPC”.

## **8. Domain Names/URLs/Page Naming**

Domain Names including the word “Paralympic” or “Paralympics” or similar are not permitted (eg, [myname]paralympic.com would not be permitted while [myname].com/paralympic would be allowed but only during the period in which these Guidelines are applicable).

## **9. Links**

In order to facilitate access to pertinent Paralympic information, Accredited Persons posting Paralympic content pursuant to these guidelines are encouraged to “link” their blogs to various official Paralympic websites including, where relevant, the website of the accredited persons’ respective Paralympic Team or NPC. Useful addresses include: [www.paralympic.org](http://www.paralympic.org) – the official website of the International Paralympic Committee, [www.paralympicsport.tv](http://www.paralympicsport.tv) and [www.beijing2008.com](http://www.beijing2008.com) – the official website of the Beijing 2008 Paralympic Games.

## **10. Liability**

It is brought to your attention that, when Accredited Persons choose to go public with their opinions on a blog, they are responsible for their commentary. Bloggers can be held personally liable for any commentary deemed to be defamatory, obscene or proprietary. In essence, bloggers

post their blogs at their own risk and they should make it clear that the views expressed are their own.

## **11. Responsibility and Further Restrictions**

BOCOG, the National Paralympic Committees, the International Federations and other entities present at the Games (eg, media and sponsors) are in charge of ensuring that their respective delegations (i.e. those persons to whom they grant accreditation to the Games) are informed of the content of these Guidelines and agree to fully comply with them. The above-mentioned entities may also impose upon their respective delegations more restrictive blogging guidelines relating to the Games.

## **12. Prior or Subsequent Agreements entered into by the IPC**

Nothing in these Guidelines shall be interpreted as amending or superseding the terms and conditions set forth in any agreement entered into, or to be entered into, by the IPC.

## **13. Infringement of Guidelines**

Violation of these Guidelines by an Accredited Person may lead to the withdrawal of such person's PIAC or ticket, as foreseen in the Accreditation and Sport Entries at the Paralympic Games User's Guide. The IPC reserves the right to take any and all other measure(s) it deems fit with respect to infringements of these Guidelines, including taking legal action for monetary damages and imposing other sanctions.

In doubt, please contact the IPC Media & Communications Department at [steffi.klein@paralympic.org](mailto:steffi.klein@paralympic.org).

Some of the content of this document has been prepared using information contained in International Olympic Committee (IOC) publications, where applicable and with the permission of the IOC. We thank the IOC, as the owner of copyright for this material, for their assistance and co-operation.