



Electronic Communications Standards of Conduct

Owner Division: Safe Sport

Effective Date: July 20, 2021

Last Reviewed: July 20, 2021

1. Purpose

Skate Canada recognizes the prevalence of electronic communication, including social media in today's world. In keeping with Skate Canada's commitment to Safe Sport, electronic communications must be appropriate, productive and transparent. Effective communication is critical. Many of our members, registrants, parents/guardians, etc. use these means as their primary method of communication. While Skate Canada acknowledges the value of these methods of communication, we also realize that it is a continually evolving communication sphere with associated risks and the possibility for improprieties and misunderstandings that must be considered.

Electronic communication has blurred the lines between people's personal and professional time and space. It is important to understand the impact of a person's presence on social media as an example can have repercussions in both their personal and professional lives. In addition to using one's best judgment when interacting with others through electronic communications, the Skate Canada Electronic Communications Standards of Conduct ("Standards") aims to provide all individuals with standards for the responsible use of any / all electronic communication sites and applications.

2. Scope

This Standard applies to all individuals as defined with this Standard.

This Standard applies to the personal use of electronic communications only where it is directly and clearly related to or there is a specific reference to, any individual subject to this Standard, Skate Canada, its business, skating practices, training, camps, competitions, teams, participants, products, services, events, sponsors, members, registrants, or reputation.

Any misuse by participants of electronic communications that does not directly refer to the sport of figure skating may still be regulated by other policies, rules or regulations of Skate Canada, including being considered violations and subject to disciplinary action.

This Standard should be read in conjunction with and all electronic communications conducted in accordance with the Skate Canada Code of Ethics.

3. Standards

Guiding Principles

Skate Canada encourages individuals to engage in the use of electronic communications. Nevertheless, as representatives of Skate Canada, individuals are held to a higher standard and may be viewed as role

models. We must always continue to uphold the high ethical standards we have established as part of this Standard. Respect, dignity, fairness, integrity, and transparency are paramount to the Skate Canada's vision, mission and values and the key to our success.

All electronic communications engaged in should be aligned with the following guidelines and as outlined in the Code of Ethics.

1. Interact appropriately and professionally:

Transparent: All electronic communication must be transparent and honest. Real names should be used, clearly indicating your identity and the affiliations you identify with, if any. Communication should not only be clear and direct, but also free of hidden messages, innuendo and expectations.

Accessible: All electronic communication must always be considered a matter of public record rather than private. Much of the content posted online is very public and searchable.

Professional: All electronic communication must be conducted professionally, always polite and respectful, as a representative of Skate Canada.

Any dialogue should be accurate and fact-checked and capable of substantiation. If you make an error, be up front about your mistake and correct it quickly.

All communications should be non-personal in nature and be for the purpose of communicating information about figure skating related activities. When communicating with minors, a parent or guardian must be included in all electronic communications.

Posting content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity is not tolerated.

2. Inappropriate Conduct and Behaviour

The skating community in general reflect a diverse set of values and points of view. You must not comment or post any material that are

- contrary to the law, including but not limited to the Canadian Human Rights Code, the Ontario Human Rights Code, the Criminal Code, Personal Information Protection and Electronic Documents Act, or such other code or law as applicable
- racist, hateful, sexist, slanderous, insulting, life-threatening
- serious, unproven, unsupported, or inaccurate accusations against individuals or Skate Canada
- abusive, aggressive, coarse, sexually explicit, vulgar, violent, obscene, or pornographic
- personal attacks and / or defamatory statements
- comments that encourage or suggest illegal activity
- offensive, harassment, discriminatory, disrespectful, compromising, embarrassing, intimidating, insulting, bullying, hateful, vexatious behaviour, threats, considered to be misconduct, or otherwise inappropriate
- disclosing information about a minor
- luring a minor
- disclosing personal and/or confidential information about an individual

When using electronic communications, you are also bound by the Skate Canada Privacy Code, Skate Canada Code of Ethics and the Skate Canada Misconduct Reporting and Resolution Policy and Procedure under the Skate Canada National Skate Safe Program.

3. Protecting Privacy

Be aware of sharing confidential information, including club, section, Skate Canada information which has not been formally released for publication, personal details, team information, coaching practices, financial information, or any information that is not clearly yours to share.

Individuals are encouraged to set their social media profiles to 'private' to prevent other individuals from accessing their personal information. Always be mindful of posting information that you would not want the public to see.

4. Respecting a Request to Discontinue the Exchange of Electronic Communications

An individual may request in writing that they not be contacted through any form of electronic communication. In particular, a parent or guardian may request in the case of a minor. Immediate compliance without repercussion must be granted.

5. Abiding by Copyright Laws

It is critical that all individuals subject to this Standard respect and comply with the laws governing copyright in relation to material owned by others and Skate Canada's own copyrights and brands.

6. Branding and Intellectual Property of Skate Canada

Skate Canada intellectual property or imagery must not be used on personal electronic communications without prior approval from Skate Canada.

Skate Canada intellectual property includes but is not limited to:

- Trademarks
- Logos
- Imagery which has been posted on Skate Canada's official website, social media sites, etc.

You must not create either an official or unofficial Skate Canada presence using the organization's trademarks or name without prior approval from Skate Canada.

Any misuse identified by any individual subject to this Standard of the Skate Canada brand elements and/or brand identity must be reported to the Senior Director, Marketing and Events. The Senior Director, Marketing and Events will investigate such alleged misuse and must take any steps necessary to stop the misuse of the brand elements and brand identity, including, where necessary, by means of instigating legal proceedings.

Criminal and Civil Law Implications

Inappropriate use of electronic communication, including social media, can result in an individual being criminally charged and convicted or facing civil action. Examples of actions and resulting charges are:

- Posting harmful images or vides, or making slanderous comments, leading to civil actions such as defamation
- Disclosing personal or confidential information about Skate Canada or an individual, thus breaching Skate Canada privacy policies

- Posting the work of others without property attribution, raising copyright violation issues
- Inciting hatred against an identifiable group
- Disclosing information about a minor, contrary to the Youth Criminal Justice Act
- Using technology to harass an individual, contrary to the Criminal Code
- Using a computer to lure a minor for juvenile prostitution under the Criminal Code
- Exchanging or forwarding compromising photos, videos, or audio recordings of individuals, specifically minors, leading to charges or possession or distribution of child pornography

Violations of this Standard

Electronic communications that are deemed inappropriate are to be reported at a level consistent with the breach, such as your club/skating school or section. Specifically, violations of this Standard can be escalated to Skate Canada through the Safe Sport dispute process after every effort has been made to resolve the breach amongst the individuals involved at the appropriate club/skating school and/or section level through their dispute policies and procedures.

Issues related to actual or suspected misconduct, including those concerning minors, are to be reported directly to Skate-Safe at www.skate-safe.ca.

If any individual subject to this Standard is found to have conducted a communication in violation of this Standard, the Code of Ethics and/or the Misconduct Reporting and Resolution Policy, they may be subject to disciplinary action or if necessary, reported to the law enforcement authorities.

Investigation

Actual or potential violations of this Standard may be investigated according to either the Skate Canada Code of Ethics processes or Misconduct Reporting and Resolution processes depending on the nature of the violation.

Where it is considered necessary, Skate Canada may communicate with and/or report a violation of this Standard to a government authority, recognized self-regulated organization (e.g., child welfare authority), the police or law enforcement agency (collectively referred to in this section as 'governing authority'); or cooperate with or participate in any investigation or proceeding conducted by a governing authority.

Disciplinary Process

Depending on the circumstances, violations of this Standard may be dealt with in accordance with the Code of Ethics or the Misconduct Reporting and Resolution Policy.

Appeal

Any person who is sanctioned under a disciplinary process for violation of this Standard may have a right of appeal under the appeal process as outlined in the Code of Ethics or the Misconduct Reporting and Resolution Policy.

4. Definitions

Certain terms used herein may not be capitalized; however, for the purposes of this Standard, the following terms herein have the ascribed meanings as set forth below. In addition, all references to the singular include the plural and vice versa.

Refer: For complete definitions, refer to the Code of Ethics and the Misconduct Reporting and Resolution Policy

athlete means a person who competes internationally for Canada and/or participates in a Skate Canada sanctioned event

Board, pursuant to the Bylaws, means the board of directors of Skate Canada

Bylaws means the bylaws of Skate Canada as amended and which are, from time to time, in force and effect

bullying (and/or abusive behaviour) means unwanted physical, verbal or psychological acts, or other objectional conduct (in person and/or online/cyberbullying) by a person, deliberately or subconsciously, that is intended to ridicule, belittle, alienate or humiliate another person irrespective of the persons' hierarchical position with relation to the other person

CEO means Chief Executive Officer of Skate Canada, a Board appointed position

club, pursuant to the Bylaws, means a not-for-profit organization that is operating for the general purpose of providing Skate Canada programs and is managed by a volunteer board of directors

coach, pursuant to the Bylaws, means a skating expert with the required National Coaching Certification Program qualifications to provide a remunerated service at Skate Canada sanctioned clubs and skating schools, both on and off-ice. These individuals shall have registered, provided full payment and have met all professional coach registration requirements as set annually by Skate Canada

director, pursuant to the Bylaws, means a person elected or appointed to serve on the Board

discrimination means behaviour / harassment consisting of actual or perceived adverse differential treatment of an individual based on a personal characteristic (collectively known as “prohibited grounds”) as established in the Canadian Human Rights Act, in force and effect and as amended from time to time, including, but not limited to, race, ancestry, national or ethnic origin, citizenship, colour, religion, age, creed, sex, sexual orientation, gender identity or expression, family status, marital status, genetic characteristics, disability, record of offenses, and any other characteristic prohibited by law

electronic communication means communication using channels including but not limited to email, the Internet, the intranet, instant messaging, text messaging, facsimile, voice communications, social media and messaging platforms

employee means a person who is hired by Skate Canada on a permanent full-time or short-term on-going basis, or on a temporary / contract basis for a defined period of time. Employees may also include certain independent contractors/consultants who, while not technically employees within the meaning of applicable labour or tax laws, have been identified as being subject to this National Safe Sport Program

harassment means any vexatious comments, conduct, behaviour, actions or gestures that are committed, threatened or attempted against another person that are insulting, intimidating, demeaning, malicious or offensive, where the person knows or ought reasonably to know that such behaviour or comments are unwelcome, including but not limited to sexual harassment, and criminal harassment as defined in the Criminal Code in force and effect and as amended from time to time, which includes prohibited conduct that causes the other person reasonably, in the circumstances, to fear for their safety or the safety of anyone known to them. See also the definition of “sexual harassment”

individual means persons engaged in activities with or on behalf of Skate Canada including, but not limited to, skaters/athletes, parents and/or guardians, members, registrants, officials, officers, directors, members of the standing committees of the Board, and members of the operating committees of Skate Canada, employees, event volunteers, alumni of Skate Canada,

and hall of fame members of Skate Canada, and, for the purposes of this policy, sections of Skate Canada

intimidation means threatening behaviour(s) or conduct by a person towards another person with the intention of causing the other person to fear physical or mental injury or harm

law means any applicable legislation, statutes, regulations, policies, rules and codes of conduct established by government, legal or regulatory authority, or by any self-regulated industry association by which Skate Canada is or has agreed to be bound

member, pursuant to the Bylaws, means each person that meets the requirements of any of the three Member classes as defined in Article 3 of the Bylaws and that has been duly admitted as a member of Skate Canada (which includes coaches, clubs, and skating clubs)

minor means a child under the age of majority and as defined in the province or territory of Canada, as may be amended from time to time. It is the responsibility of the adult to know the age of a minor

misconduct means acts, conduct and/or behaviours that result in or have the potential to result in physical or psychological harm, which for the purposes of the National Safe Sport Program includes: maltreatment (means, as defined in the UCCMS, and as may be amended from time to time, volitional acts that result in harm or the potential for physical or psychological harm, including but not limited to behaviours, acts and/or conduct of abuse including physical, psychological, and sexual; neglect; grooming; and interference or manipulation with the processes related to the implementation of the National Safe Sport Program, including retaliation, aiding and abetting, failure to report maltreatment of a minor, failure to report inappropriate conduct, and intentionally filing a false allegation), abuse of authority, bullying, harassment, and discrimination, all as defined within the National Safe Sport Program and the Misconduct Reporting and Resolution Policy and procedure thereunder

officer means the President of Skate Canada and such other officers as the Board may determine by ordinary resolution

organization means Skate Canada, unless otherwise noted

President, pursuant to the Bylaws, means the chair of the Board and officer of Skate Canada

registrant, pursuant to the Bylaws, means (i) an individual who is registered by a club or skating school with Skate Canada and who is subject to all applicable rules, regulations and policies of

Skate Canada but who is not a member; and (ii) an individual who is engaged in any activity provided, sponsored, supported, sanctioned or recognized by Skate Canada and registered directly with Skate Canada but who is not a member (which includes skaters and officials)

Safe Sport division is a division of the Operations department of Skate Canada, reporting to the Senior Director, Operations, through which an individual may report incidents of injury and general disputes to Skate Canada

section, pursuant to the Bylaws, means an organization incorporated or organized in a particular province or territory (and in some cases, a combination thereof) strategically aligned with Skate Canada, that may receive funds from provincial or territorial Governmental Authorities and be subject to applicable sport recognition programs and transfer payment arrangements. Each Section is held to the governance and operating requirements of their respective province and / or territory(ies) and is responsible for skating in their respective jurisdictions

sexual harassment means any vexatious comments, acts or conduct targeted against an individual because of sexuality, sexual orientation, gender identity or expression, that is committed, threatened, or attempted, and where the course of comment or conduct is known or ought reasonably to be known to be unwelcome

skater, pursuant to the Bylaws, means (i) a person who is registered at a club or skating school with Skate Canada and who is subject to all applicable rules, regulations and policies of Skate Canada but who is not a member; and (ii) a person who is engaged in any activity provided, sponsored, supported, sanctioned or recognized by Skate Canada and registered directly with Skate Canada but who is not a member

skating school, pursuant to the Bylaws, means an organization other than a club that is operating for the general purpose of providing Skate Canada skating programs

social media means interactive digital-media technologies that facilitate the creation and sharing of information, ideas and other forms of expression via virtual communities and networks (examples include but are not limited to WhatsApp, Facebook, Instagram, Snapchat, Twitter, and all other similar social media and messaging platforms, sites, forums and blogs)

they, their, you, your means an individual to whom this Policy applies, unless noted otherwise

UCCMS, means the “Universal Code of Conduct to Prevent and Address Maltreatment in Sport”, as revised from time to time, the core Sport Canada Core document which serves as the foundation for the development of a coordinated implementation strategy to prevent and

address maltreatment across all levels of the Canadian sport system, and for all participants (including athletes, coaches, officials, administrators, practitioners, etc.)

we, us, our means Skate Canada, unless noted otherwise

5. Related Documents

Policy documents that the Standard falls under, as well as other documents that should be read to receive the full context of this document

- Skate Canada Policies*
 - Code of Ethics, and Code of Ethics Appeal Procedure thereunder
 - Electronic Communication Protocols
 - Equity, Diversity and Inclusion Statement
 - Misconduct Reporting and Resolution Policy
 - Misconduct Reporting and Resolution Procedure
 - Official Languages Policy
 - Privacy Code
- Skate Canada Guidelines*
 - Brand Guidelines
 - Safe Sport Guide
 - Safe Sport Handbook

*Current and as may be amended from time to time

6. References

- Legislation*
 - Canadian Criminal Code
 - Canadian Human Rights Code
 - Ontario Human Rights Code
 - Personal Information Protection and Electronic Documents Act (Canada)

- Industry Codes/Policies*:
 - Canadian Sport Policy
 - International Skating Union (“ISU”) Code of Ethics, ISU Constitution and Regulations
 - Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) - Canada

- Other Skate Canada useful resources
 - *Skate Canada Safe Sport*

*Current and as may be amended from time to time

Standard Attributes

For tracking purposes only. Not to be displayed on the guideline.

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