

Hydra Aquatics of Northern Virginia

Photography, Media, and Communication Policy & Consent Form

Purpose:

Hydra Aquatics of Northern Virginia LLC ("HYAQ") is committed to protecting the privacy, dignity, and safety of our athletes while promoting team accomplishments and engagement through media. This policy outlines how athlete images and names may be used, and how families can manage their preferences.

It complies with:

- **USA Swimming Safe Sport MAAPP**
 - **Virginia Code § 8.01-40** (right of publicity and image use)
 - **Federal child protection laws**
 - And is integrated with HYAQ's **Communication & Social Media Guidelines**.
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1. Media Use and Consent

By signing this waiver, I acknowledge and consent to the following unless I submit a written opt-out (see Section 5):

- HYAQ may photograph or film my child during practices, meets, and events.
- HYAQ may use my child's **image and full name** in:
 - Social media posts
 - Website news stories or rosters
 - Promotional materials (flyers, highlight videos, meet recaps)
- These may appear in public-facing outlets for the purposes of team recognition, celebration, and outreach.

HYAQ will never share:

- Contact details
 - Physical addresses
 - Training schedules
 - Social media handles or tags (unless granted separately)
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2. Media Capture & Storage

Media is generally captured by **coaches, staff, or HYAQ-assigned team representatives** during sanctioned activities. HYAQ enforces the following guidelines:

- No photos/videos in locker rooms, bathrooms, or private changing areas
 - No images of athletes in compromising or overly suggestive positions
 - All media is stored in **password-protected cloud accounts** with access limited to authorized staff
 - Content is reviewed for appropriateness before public use
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3. Social Media and Communication Standards

This policy is integrated with HYAQ's full **Communication and Social Media Guidelines**, which cover:

- Athlete expectations for respectful online behavior
- Coach-parent-athlete boundaries per MAAPP
- Guidelines for parental monitoring of athlete communications
- Digital safety and privacy reminders
- Enforcement of consequences for misconduct or inappropriate use

The full guidelines are considered part of this policy and are available [here or as an attached document]. Signing below confirms agreement with both.

4. Public Events and Recognition

- HYAQ will notify families when official team photographers or media representatives are present.
 - Athlete names may be used in **meet results, shoutouts, or media features** by default.
 - **Parents will not be the focus of team media** unless otherwise consented.
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5. Opt-Out Process and Customization

We understand some families may wish to limit how their child is featured. While **this waiver must be signed to complete registration**, you may **submit a detailed opt-out request** at any time.

Email: Melissa@SwimHydra.com

Subject line: "Media Opt-Out – [Swimmer Name]"

Include your preferences, such as:

- Do not use image or video
- Do not include full name
- May use group shots only
- May use first name only
- Do not feature on social media
- Other concerns

We will confirm your preferences in writing and make every reasonable effort to apply them going forward. Already published materials may not be retractable.

6. Acknowledgment & Consent

By signing this form, I confirm that:

- I have read and understand HYAQ's Photography, Media, and Communication Policy
- I consent to the use of my child's image and name in accordance with this policy
- I may opt out or adjust preferences at any time by written request
- I also agree to the terms of the integrated **Communication and Social Media Guidelines**

Swimmer's Name(s) and Age(s): _____

Parent/Guardian Name (Print): _____

Signature: _____

Date: _____