

Alberta Equestrian Federation

Policy: Use of Images

Effective Date: October 30, 2013

Approved by the Board: October 30, 2013

Department: Marketing and Communications

Preamble

Safety is paramount in all equine activities and the Alberta Equestrian Federation is committed to promoting and encouraging the highest safest standards. This includes setting an example by projecting a clear safety message when utilizing images for Alberta Equestrian Federation materials. It is important to select and use images which promote and/or depict safe practices that are suitable and appropriate given the equine activity (i.e. the use of approved headgear, the safe use of tack and equipment, safe handling practices).

The Alberta Equestrian Federation also encourages competition sponsors, organizers to select and utilize images that depict safety. For example, images of persons wearing properly fitted ASTM/SEI or BSI/BS EN approved protective headgear with fastened chinstrap when they are mounted on a horse/pony (or in a horse/ponydrawn vehicle).

The Alberta Equestrian Federation also encourages all Equestrian Organizations and all recognized Alberta Equestrian Federation business members and affiliates to adopt similar practices for the selection and use of images for any of their respective materials.

As per the purpose of this policy, the definition of horse includes pony, mule and donkey. For purposes of this policy we are using the term horse/pony but this also includes mules and donkeys as per the Regulation.

Purpose

The purpose of this policy is to provide the parameters for the selection and use of images in the Alberta Equestrian Federation's marketing, media and communication materials

Scope

This policy applies to the Alberta Equestrian Federation's use of images for all materials such as but not limited to marketing, media releases, biographies, print publications, clothing, gear, instructional guides, promotional and communication materials, social media, event materials and the website.

Policy

The Alberta Equestrian Federation will make every effort to select and utilize images that depict safe practices. This includes images of persons (i.e. mounted riders, or drivers/grooms/passengers in horse/pony-drawn driving vehicles) when they are wearing properly fitted ASTM/SEI or BSI/BS EN approved protective headgear with a fastened chinstrap. The AEF reserves the right to not print or publish or amend any image that is contradictory to the policies and procedures of the AEF.

The Alberta Equestrian Federation strongly recommends that all persons, regardless of age, who are participating in equestrian activities, wear properly fitted ASTM/SEI approved protective headgear with a fastened chinstrap when they are mounted or in a horse/pony drawn vehicle. However, there are certain Equine sports and competitions which do not require the use of **ASTM/SEI approved protective headgear. In certain select circumstances, the Alberta Equestrian Federation may carefully consider the selection and use of images where proper protective headgear is not worn by a person when they are mounted or driving.**

For example:

- “In competition” images of adults and vaulters where the Equine Canada or FEI rules permit competing without approved protective headgear ;
- images of military or ceremonial functions where custom dictates;
- instruction material for vaulting programs and materials related to vaulting within general programs, that is not intended for the general public
- historical images that capture a moment(s) of significant importance, during a period when protective headgear use was not regulated.

The selection and utilization of images of a Junior (as defined in Equine Canada General Regulations), must depict the Junior wearing ASTM/SEI approved protective headgear with the chinstrap securely fastened, when mounted on a horse or in a horse/pony-drawn driving vehicle. The Alberta Equestrian Federation will adopt this regulation effective immediately. This applies to current images and not historical/archived images.