



Photography & Social Media Policy

1. Purpose

This policy outlines the guidelines for photography, videography, and the use of images/videos on social media and other platforms by members, staff, and participants of Physical Fitness Association of Hong Kong, China (HKPFA).

2. Consent for Photography/Videography

- a) Explicit Consent: Prior written consent must be obtained from individuals (or their legal guardians for minors under 18) before capturing or publishing their images/videos.
- b) Public Events: For large-scale public events, a general notice will be posted indicating that photography/videography may occur. Attendees who do not wish to be photographed should inform event organizers.

3. Use of Images/Videos

- a) Images/videos may be used for promotional purposes, including social media, websites, brochures, and news articles.
- b) Images/videos must not be altered in a way that misrepresents individuals or the Association.
- c) No images/videos may be used for commercial purposes without additional written consent.

4. Social Media Sharing

- a) Members and staff should respect privacy and avoid posting images/videos of others without permission.
- b) Tagging individuals on social media should only be done with their consent.
- c) Any inappropriate or offensive use of images/videos is strictly prohibited.

5. Data Protection

- a) Personal data (including images/videos) will be stored securely and deleted when no longer needed.
- b) Individuals have the right to request removal of their images/videos from the Association's platforms.

6. Enforcement

Violations of this policy may result in disciplinary action, including removal from events or membership suspension.

For inquiries or requests regarding image usage, please contact:

Email: info@hkpfa.org.hk

Phone: 2838-9594



攝影及社交媒體政策

1. 目的

本政策旨在規範中國香港體適能總會（HKPFA）的會員、職員及參與者在攝影、錄影及社交媒體上使用影像的準則。

2. 攝影/錄影同意

- a) 明確同意：在拍攝或發布任何人士的影像/影片前，必須事先取得其書面同意（未滿 18 歲者需由其法定監護人同意）。
- b) 公開活動：對於大型公開活動，本會將張貼通告說明現場可能進行攝影/錄影。不願被拍攝的人士應事先通知活動工作人員。

3. 影像/影片的使用

- a) 影像/影片可用於宣傳用途，包括社交媒體、網站、宣傳冊及新聞報道。
- b) 不得對影像/影片進行任何可能誤導或歪曲個人或本會形象的修改。
- c) 未經額外書面同意，不得將影像/影片用於商業用途。

4. 社交媒體分享

- a) 會員及職員應尊重他人私隱，未經許可不得在社交媒體上發布他人影像/影片。
- b) 在社交媒體上標記他人前，應事先取得其同意。
- c) 嚴禁任何不當或冒犯性的影像/影片使用行為。

5. 資料保護

- a) 個人資料（包括影像/影片）將安全存儲，並在不再需要時刪除。
- b) 個人有權要求本會從其平台上移除其影像/影片。

6. 執行

違反本政策者可能面臨紀律處分，包括取消活動參與資格或暫停會籍。

如有關於影像使用的查詢或要求，請聯繫：

電郵：info@hkpfa.org.hk

電話：2838-9594