



Electronic Communications Standards of Conduct

Owner Division: Communications

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1. Purpose

Skate Canada recognizes the prevalence of electronic communication, including social media in today's world and that effective communication is critical to the fulfilment of the vision, mission, values, and strategic priorities of Skate Canada. In addition, in keeping with Skate Canada's Code of Ethics and our 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, competitions, 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, the Misconduct Reporting and Resolution Policy and supporting procedure, and the Privacy Code.

In addition, for employees, officers, and directors, this Standard should also be read in conjunction with the Communications Policy, Brand Policy, and the Code of Conduct.

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 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 (T): 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 (A): 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 and may be viewed by anyone, including Skate Canada, individuals of all ages, and sponsors. The ability to share electronic communications, specifically social media, is very powerful and



anything sent to a few can be shared (and/or screen shot) with many thousands in a matter of seconds.

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

If the electronic communication meets all three of the **T.A.P.** criteria, then it is likely your method and manner of communication will be appropriate.

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.

It is important to ensure that all communications are checked for spelling and grammar.

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 (or team manager, depending on the situation) 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 post a link, a comment, or any material or photograph/picture (including altered photographs / pictures), or videos on a social media platform that are:

- contrary to the law, including but not limited to the Canadian Human Rights Code, the Ontario Human Rights Code, and other provinces/territories human rights codes, 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
- controversial topics including politics, religion, or sex
- serious, unproven, unsupported, or inaccurate accusations against individuals or Skate Canada
- abusive, aggressive, coarse, sexually explicit, vulgar, violent, obscene, or pornographic
- argumentative and/or hostile in nature
- personal attacks and / or defamatory statements
- comments that encourage or suggest illegal activity
- offensive, harassment, discriminatory, disrespectful, compromising, embarrassing, intimidating, insulting, disparaging, negative bullying, harmful, vexatious behaviour, threats, considered to be misconduct, or otherwise inappropriate (e.g., inappropriate language, profanities, etc.)
- disclosing information about a minor
- luring a minor
- disclosing personal and/or confidential information about an individual
- appearing in a video, photo or graphic deemed inappropriate or offensive while wearing a Skate Canada team uniform

You must not create or contribute to an online group, web page, blog, or online forum devoted solely, or in part, to promoting negative or disparaging remarks or commentary about Skate Canada, its stakeholders (including but not limited to members, registrants), or its reputation.

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.

Important: An individual's personal electronic communication account(s) is their own, however, keep in mind they may be seen as a reflection of your role with Skate Canada. Ultimately everyone to whom this policy applies is responsible for everything they post.



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. This includes without limitation:

- Skate Canada confidential business information and operational information
- Confidential information (personal and/or health information) about any individual (e.g., skater, athletes, coaches, officials, event volunteers, directors of Skate Canada, employees of Skate Canada, clubs, sections, etc.)
- Intellectual property belonging to Skate Canada

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 Director, Communications and Brand. The Director, Communications and Brand 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 videos, 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 any person / skater who competes in the sport of figure skating at the national and/or international level as defined by Skate Canada

athlete support personnel, as defined by Sport Integrity Canada, means any coach, trainer, manager, agent, team staff, official, medical, paramedical, parent or any other person working with, treating or assisting an athlete participating in or preparing for sports competition

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



boundary transgressions, as defined in the UCCMS, mean interactions or communications that breach objectively reasonable boundaries of a person and are inconsistent with the duties/responsibilities of the individual

bullying (and/or abusive behaviour) means an unwanted physical, verbal, or psychological act, or other objectional conduct (in person and/or online/cyberbullying) that is typically repeated over time (but may be a single serious incident) 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

confidential business information means non-public information. It is information about Skate Canada that has not been disclosed to the public. Confidential business information may include, but is not limited to, financial information projections, intellectual property, proprietary processes, proposed transactions, trade secrets, and information that might be useful to competitors or information about members, registrants, suppliers, or service providers. All information about, or received from, sponsors should be presumed to be confidential business information unless the contrary is clear

confidential information comprises individual's personal information, personal health information, confidential business information, and any other information about Skate Canada that has not been generally disclosed to the public. See also "personal information", "personal health information" and "confidential business information"



designated athlete support personnel < personnel désigné de soutien aux athlètes > : means a coach designated by Skate Canada, integrated support staff (IST) designated by Skate Canada, Skate Canada Sectional Technical Directors, and employees of the High Performance division of Skate Canada who work with and support the national athlete pool (NAP) as part of the High Performance Program

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

discrimination means behaviour, policies, and/or practices that consist of actual or perceived differential, inequitable, adverse or otherwise inappropriate treatment of or impact on an individual based on one or more personal characteristic (collectively known as “prohibited grounds”) as established in the Ontario Human Rights Code (and similarly the prohibited grounds in the Canadian Human Rights Act and other provinces, territories human rights codes), in force and effect and as amended from time to time, including, but not limited to, race, ancestry, national or ethnic origin, place of origin, citizenship, colour, indigeneity, religion, age, creed, sex, sexual orientation, gender identity or expression, family status, marital status, language, genetic characteristics, disability, record of offenses, and any other characteristic prohibited by law. Discrimination does not require an intention to cause harm. Behaviour, policies, and/or practices specifically of benefit for certain individuals will not be considered discrimination. Discrimination does not include behaviour, policies, and/or practices rationally connected to legitimate sport objectives with the honest and good faith belief that they are reasonably necessary to accomplish the relevant objectives, provided that accommodation of the needs of a person affected would impose undue hardship on the individual that would have to accommodate those needs, considering health, safety, cost, and legitimate sport objectives.

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 (such as, but not limited to, blogs, YouTube, Facebook, X (formerly known as Twitter), Threads, Instagram, TikTok, Snapchat, among others) and messaging platforms

employee means a person who is hired by Skate Canada on a permanent full-time or permanent part-time on an on-going basis, or on a temporary / contract basis for a defined period of time



external authority (ies) means an independent external third-party designated and retained by Skate Canada to receive and resolve reports of misconduct. Specifically for Skate Canada, this means the Case Manager for the Skate-Safe program and Sport Integrity Canada for the Canadian Safe Sport Program for program signatories (See Misconduct Reporting and Resolution Policy for complete details)

grooming, as defined in the UCCMS, means the deliberate conduct by an individual comprised of one or several acts that, viewed objectively, either make it easier to engage in sexual maltreatment or reduce the chance that sexual maltreatment will be reported. Grooming is conduct that may precede other behaviours defined as sexual maltreatment or is carried out in conjunction with other forms of sexual maltreatment. Repeated boundary transgressions by an individual toward a minor may also be deemed to be grooming, even in the absence of deliberate intention to facilitate a sexual relationship

harassment means any vexatious comment, conduct, behaviour, action or gesture that is 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 comment is 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” and “bullying”

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, coaches, officials, athlete support personnel, designated athlete support personnel, officers, directors, employees, event volunteers, alumni of Skate Canada, and inductees to the Skate Canada Hall of Fame members of, and, for the purposes of this policy, sections of Skate Canada, spectators, and third-party service providers

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



maltreatment, as defined in the UCCMS, means a volitional act and/or omission that results in harm or has the potential for physical or psychological harm, including without limitation, physical maltreatment; psychological maltreatment; sexual maltreatment, including sexual maltreatment of a minor and sexual harassment; neglect; and grooming

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 schools)

minor means a child under the age of majority, as defined in the relevant 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 a volitional act, conduct, behaviour, and/or omission that results in or has the potential for physical or psychological harm, which for the purposes of the National Safe Sport Program which includes without limitation (all as defined within the Misconduct Reporting and Resolution Policy and supporting procedure)

- prohibited behaviours, all as defined in the UCCMS, include
 - maltreatment including physical maltreatment, psychological maltreatment, sexual maltreatment including sexual maltreatment of a minor and sexual harassment, neglect, grooming
 - boundary transgressions
 - discrimination;
 - subjecting an individual to the risk of maltreatment;
 - aiding and abetting;
 - failure to report;
 - intentionally reporting a false allegation
 - interference or manipulation with an investigation or disciplinary review processes ; and
 - retaliation.
- abuse;



- abuse of authority;
- bullying and/or abusive behaviour;
- harassment; and
- intimidation.

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

personal information means information about an identifiable individual. This may include, without limitation, , the individual's name, contact information (residential address, home and/or cellular telephone number(s), email or other electronic address, social media account name, fax number), date of birth, gender, government issued identification number (e.g., Social Insurance Number, passport number), personal health information, criminal record, payroll/employee identification, employment history, personal references, salary/compensation history, financial status, pension contributions, employee benefit information, emergency contact information, financial information (such as credit card and direct deposit banking information), login credentials to Skate Canada owned IT resources (as applicable), digital information (for example, but not limited to information regarding your devices such as your internet protocol (IP), internet service provider, location, operating system (MAC OS, iOS, Windows, Android, etc.) and version of browser used to access our website, the date and time of access to our website, and your activity/usage of our website and applications).

Personal information also includes information that may relate to the work performance of the individual (performance appraisals), absenteeism, and training history/evaluations.

For all individuals including sections, personal information includes any injury claim reports, allegations, investigations or findings of wrongdoing, misconduct or discipline stemming from (i) a complaint through the internal Ombudsperson process, and/or (ii) a complaint of misconduct, violation of the Code of Ethics, incident of injury report and/or



a general dispute through the Safe Sport processes (including the Safe Sport division, and external authorities as applicable).

For registrants, in addition to the information outlined above, personal information also includes but is not limited to information related to assessment results and program information for skaters, and qualifications for officials.

For event volunteers, in addition to the information outlined above, personal information may also include but is not limited to information related to training, education, work experience, volunteer experience and qualifications, and expense information.

In general, personal information includes any information that could be used to commit identity theft or other forms of fraud.

All information about or received from individuals and/or third-party service providers should be presumed to be personal information unless the contrary is clear (see also 'confidential information')

By virtue of applicable privacy legislation, personal information does not include business contact information that is collected, used, or disclosed solely for the purpose of communication or facilitating communication with an individual in relation to their employment, business, or profession such as the individual's name, position name or title, work address, work telephone number, work fax number or work electronic addresses

This information can be in any form including but not limited to correspondence, paper, electronic, electronic communications, video or voice recording, photograph, film, sound recording, videotape, machine-readable record, and any other documentary material, regardless of physical form or characteristics, and any copy of any of those things

personal health information, with respect to an individual, as applicable, means identifying information about an individual in oral or recorded form, if the information:



- relates to the physical or mental health of the individual, including information that consists of the health history of the individual's family
- relates to the provision of health care to the individual, including the identification of a person as a provider of health care to the individual
- is collected incidentally to the provision of health services to the individual (such as the individual's payments or eligibility for health care, eligibility for coverage for health care, the individual's entitlement to payment for an insurance claim for an injury
- is the individual's health number
- identifies an individual's substitute decision-maker

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 Skate Canada, reporting to the Safe Sport management lead, through which an individual may report incidents of injury, concerns related to the Code of Ethics (except those related to misconduct as outlined within this Policy) including breaches of this Standard and the supporting Protocol for coaches and skaters/athletes, to Skate Canada through the Safe Sport reporting process

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 series of or serious comment (s) , act, or conduct of a sexual nature that is known or ought reasonably to be known to be unwelcome and that would be objectively perceived as unwelcome, and which broadly includes jokes, remarks or gestures of a



sexual or degrading nature, or any targeting an individual's sexuality, sexual orientation, gender identity or expression, that is committed, threatened, or attempted. It can also include stalking or harassment in person or electronic means where the stalking or harassment is of a sexual nature

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

third-party service provider means means a person or corporate entity having a business relationship of any kind with Skate Canada (such as but not limited to, suppliers, vendors, service providers, sponsors, partners, etc.)

UCCMS, means the "Universal Code of Conduct to Prevent and Address Maltreatment in Sport", in force and effect and as may be revised from time to time, as the core document that sets harmonized rules to be adopted by sport organizations receiving funding from the Government of Canada to advance a respectful sport culture that delivers quality, inclusive, welcoming, and safe sport experiences

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

**IMPORTANT NOTE:**

To the extent there is a conflict in definitions between this Standard and the Skate Canada Privacy Code, the Privacy Code prevails.

To the extent there is a conflict in definitions between this Standard and the UCCMS, the UCCMS prevails.

Notwithstanding the forgoing, to the extent there is a conflict between the UCCMS or the Skate Canada Privacy Code and applicable legislation / law, the applicable legislation / law will prevail.

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*
 - Brand Policy (internal to Skate Canada)
 - Code of Ethics, and Code of Ethics Appeal Procedure thereunder
 - Communications Policy (internal to Skate Canada)
 - Electronic Communication Protocols – Coaches, Skaters/Athletes
 - Equity, Diversity and Inclusion Policy
 - Misconduct Reporting and Resolution Policy
 - Misconduct Reporting and Resolution Procedure
 - Official Languages Policy
 - Privacy Code
- Skate Canada Guidelines*
 - Brand Guidelines (internal to Skate Canada)
 - Safe Sport Handbook
 - Trans Inclusion Protocols

*Current and as may be amended from time to time

6. References

- Legislation*

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- Canadian Charter of Rights and Freedom
 - Canadian Criminal Code
 - Canadian Human Rights Code
 - Official Languages Act (Canada)
 - Ontario Human Rights Code
 - Personal Information Protection and Electronic Documents Act (Canada)
- Industry Codes/Policies*:
 - Canadian Olympic Code (“COC”) of Ethics
 - 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
- Skate Canada useful resources *
 - [Skate Canada Safe Sport resources \(policies, procedures, handbook, Code of Ethics training, etc.\)](#)
 - *Skate Canada Coach Guide*
 - *Rule of Two*
 - *Professional Coach Membership Policy*
 - *Privacy Code*

*Current and in force and as may be amended from time to time