中國香港劍道協會有限公司
THE KENDO ASSOCIATION OF HONG KONG, CHINA LIMITED

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GUIDELINES AND PROCEDURES ON HANDLING OF SOCIAL MEDIA

Objective: *To promote the responsible use of social media and to minimise the risks arising from its inappropriate use, consistent with article 76 of Part B of the Articles of Association.*

This document applies to all Executive Committee Members, Senate Members, members of any committee or sub-committee of the Executive Committee, and to staff, coaches, referees, athletes and members of the Kendo Association of Hong Kong, China Limited ("HKKA"), irrespective of the terms on which they are engaged (including short-term, part-time or voluntary capacities), and to every other person taking part in HKKA's business, activities, competitions, matches or events.

1. Definition of Social Media

Social media refers to any tool or service that facilitates communication and the sharing of information on the internet, including (without limitation) Facebook, Twitter/X, WhatsApp, Instagram, LinkedIn, blogs, video- and photo-sharing websites, forums and discussion boards, and rating and review sites, together with any new form of social media that may emerge or become popular in the future.

2. General Principles

Social media is a powerful tool. Content posted on social media is public information that reflects on both the individual user and the HKKA as a whole. Users should adhere to the following principles:

Act in the best interest: users should act in the HKKA's best interests at all times, and should not post material that is, or may reasonably be perceived to be, inappropriate or harmful to the reputation, members or stakeholders of the HKKA.

Safeguard confidential information and personal data: users should not disclose or misuse confidential information (including non-public HKKA information or personal information of registered members) on social media, and should not disclose a third party's personal data without consent or authorisation.

Obtain authorisation: users should not publish information about the HKKA without proper authorisation from the Executive Committee or its designated representative.

Be transparent: a user speaking on behalf of the HKKA should clearly and prominently disclose their relationship with the HKKA, in a manner appropriate to the platform and situation.

Know the rules: users should not post content without the owner's consent (to avoid infringing trademark or copyright), and are personally responsible for complying with this document, the applicable HKKA code of conduct, and the terms of the platform used.

Be respectful: users are personally responsible for what they publish, and discrimination of any kind (including on the ground of age, sex, race, colour, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability or marital status) will not be tolerated and may be subject to disciplinary action.

Do not engage in cyberbullying or harassment: users must not use social media to bully, harass or intimidate any person, or to make derogatory, offensive or discriminatory remarks. This includes repeatedly targeting a person with hostile or demeaning messages or comments, posting or sharing

content intended to humiliate, intimidate or exclude a person, and organising or encouraging others to do so. Conduct within the scope of this principle that involves a Relevant Person is also dealt with under the HKKA Guidelines and Procedures on Prevention of Sexual Harassment, Bullying and Abuse.

Act responsibly: as electronic communications are permanent and transferable records that may affect the HKKA's reputation, users should ensure only worthwhile, factual, non-confidential content is published.

Keep it real: content posted may be viewed by anyone and may be misinterpreted; users should avoid misrepresenting themselves when participating in online communities.

Personal use: the HKKA's property, resources and working time are reserved for HKKA business; users should exercise sound judgement and discipline in the time spent on social media.

3. Guidelines for Use of Social Media Associated with the HKKA

3.1 The following guidelines apply, in addition to the general principles in section 2 above, to the use of social media at the HKKA:

(a) information associated with the HKKA made publicly accessible via the HKKA's social media platforms should be accurate and not misleading; if in doubt, the HKKA should refrain from posting;

(b) the HKKA should develop a strategy aligned with its goals and mission, and avoid posting comments that could be interpreted as offensive, degrading or inflammatory;

(c) feedback received via the HKKA's official social media platforms should be properly responded to;

(d) the HKKA should monitor its social media accounts closely, particularly when dealing with negative comments, and address issues or complaints promptly and professionally;

(e) the HKKA should not exploit the trademarks, copyright or similar rights of others without the necessary authorisation, and any permission granted should be used in accordance with its terms; and

(f) the HKKA shall ensure compliance with all applicable privacy legislation (including the HKKA Guidelines and Procedures on Personal Data Privacy Protection) in respect of the collection, storage, access or use of personal data (e.g. names, addresses, staff identification numbers, or photographs) on social media.

4. Guidelines for Personal Use of Social Media

4.1 The following guidelines apply, in addition to the general principles in section 2 above, to the personal use of social media:

(a) a user's opinions and behaviour will reflect on the HKKA; users should maintain a professional attitude consistent with Olympic values and the values of the HKKA;

(b) although privacy tools may be used, content posted on social media is public information; users should be mindful of the potential consequences of what is posted;

(c) users should exercise caution before publishing content or engaging with other posts (e.g. reposting, liking or commenting), as this may adversely affect the HKKA's image;

(d) the use of the HKKA's name, logo or marks on a social media account or platform not owned or created by the HKKA is strictly prohibited;

(e) a user should not divulge sensitive information about the team or individual members, including internal policies or practices; proprietary information of the HKKA, its partners or sponsors; the injury status, fitness level or medical treatment of a team member or athlete; personal information; private conversations between team members, coaches or staff; performance data or analytics; or other information that is confidential or prohibited by the HKKA's policies or applicable law;

(f) a user should never post a comment referring to a person's ethnic origin, race, nationality, faith, gender, sexual orientation or disability; and

(g) users should have regard to Rule 40 of the Olympic Charter (Participation in the Olympic Games), which provides that competitors, team officials and other team personnel who participate in the Olympic Games may allow their person, name, picture or sporting performance to be used for advertising purposes during the Olympic Games in accordance with the principles determined by the IOC Executive Board.

5. Monitoring and Handling of Concerns

5.1 The HKKA should monitor relevant online and social media activity to check compliance with this document, and should take prompt action to remove offending material where possible. A user should report a suspected breach of this document to the HKKA immediately.

5.2 Any complaint that a Relevant Person has breached this document shall be made, received, enquired into, determined and recorded in accordance with the HKKA Guidelines and Procedures on Handling of Complaints, which gives effect to article 81 of Part B of the Articles of Association. Any person who is dissatisfied with the outcome of such a complaint, or with any other decision made under this document that is capable of appeal under article 35D of Part B of the Articles of Association, may appeal in accordance with the HKKA Guidelines and Procedures on Appeals. This document does not create any separate or additional complaint-handling, investigation or appeal process.

5.3 A breach of this document may also entail civil liability or criminal consequences under general law, independently of any action taken under the HKKA Guidelines and Procedures on Handling of Complaints. The HKKA is not responsible for the acts or omissions of a user that are contrary to this document.

6. Enquiries

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