



## CGF Blogging Guidelines

These Guidelines have been developed for persons accredited (“**Accredited Persons**”) at the XIX Commonwealth Games, Delhi, India (the “**Games**”) who maintain personal blogs, accessible by the general public, that contain any content related to their personal experiences at, and participation in, the Games (“**Commonwealth Games Content**”) upon the occasion of the Games, from the opening of the Commonwealth Games Village, 23 September 2010, until the closing of the Commonwealth Games Village, 17 October 2010. They are also applicable to Accredited Persons who post Commonwealth Games Content on the websites of others.

The CGF considers blogging, in accordance with these Guidelines, as a legitimate form of personal expression and not as a form of journalism. Therefore, the CGF does not consider that blogs by Accredited Persons, in accordance with these Guidelines, will compromise Rule ACR13 of the CGF Games Manual Accreditation (March 2007) which states that “Under no circumstances, throughout the duration of the Games, *may an athlete, coach, official, press attaché or any other accredited participant also be accredited or act as a journalist or in any other media capacity*”.

### **1. Definition of a Blog<sup>1</sup>**

For the purposes of these Guidelines, a blog is a type of website where entries are made (such as in a journal or diary), usually displayed in a reverse chronological order, accessible by the general public.

### **2. Personal Information**

It is required that, when Accredited Persons at the Games post any Commonwealth Games Content, it be confined solely to their own personal Commonwealth Games related experience. Without limiting the generality of the foregoing, blogs of Accredited Persons should take the form of a diary or journal and, in any event should not contain any interviews with, or stories about, other Accredited Persons.

Accredited Persons should not disclose any information that is confidential or private in relation to any third party including, without limitation, information which may compromise the security, staging and organisation of the Games and, where relevant, the accredited

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<sup>1</sup> These guidelines apply only to the XIX Commonwealth Games, Delhi 2010. The CGF reserves its right to change these present guidelines.



persons' respective Commonwealth Games Team or the privacy of any other Accredited Person.

All blogs of accredited persons should conform to the CGF's Code of Conduct at all times.

### **3. No Sound or Moving Images of the Games**

The dissemination of moving images of the Games through any media, including display on the Internet, is a part of the CGF's intellectual property rights. No sound or moving images (including sequences of still photographs which simulate moving images) of any Commonwealth Games events, including sporting action, Opening, Closing and Medal Ceremonies or other activities which occur within any zone which requires a Commonwealth Games identity and accreditation card (or ticket) for entry -e.g. competition and training venues, Commonwealth Games Village, Main Press Centre - ("**Accredited Zones**") may be made available, whether on a live or delayed basis, regardless of source.

### **4. Still Pictures**

Accredited Persons may feature still pictures taken of themselves within Accredited Zones provided that such pictures do not contain any sporting action of the Games or the Opening, Closing or Medal Ceremonies of the Games. It is the Accredited Persons' responsibility to obtain the consent of other persons appearing in any pictures which may be featured in accordance with this Section. Still pictures may not be reproduced in a sequential manner, so as to simulate, in any way, moving images.

### **5. Commonwealth Games Intellectual Property**

Accredited Persons may not use on their blogs the Commonwealth Games marks and emblems as defined in the CGF Constitution. Accredited Persons may use the words "Commonwealth Games" and other Commonwealth Games related words on their blogs, provided that the words "Commonwealth Games" and other Commonwealth Games related words are not associated with any third party or any third party's products or services. Also, Accredited Persons may not use on their blogs other Commonwealth Games identifications such as CGA and/or Organising Committee Commonwealth Games 2010 Delhi ("**Delhi 2010**") emblems or mascots unless they obtain the written approval of the relevant CGA and/or Delhi 2010.



## **6. Advertising and Sponsorship**

As a general rule, Accredited Persons must not include any commercial reference in connection with any Commonwealth Games content posted on their blogs. Specifically, this means that advertising and sponsorship opportunities may not be offered and/or sold to third parties in connection with Commonwealth Games Content contained in their blogs.

Accredited Persons may post Commonwealth Games Content on the websites of third parties, providing there is no commercial association being made between, on the one hand, such third parties or other advertising and/or sponsorship and, on the other hand, the Commonwealth Games.

## **7. No Exclusivity**

Accredited Persons may not enter into any exclusive commercial agreement with any company with respect to the posting of any Commonwealth Games Content.

## **8. Domain Names/URLs/Page Naming**

Domain Names including the word “Commonwealth Games” or similar are not permitted (e.g. [myname]commonwealthgames.com would not be permitted while [myname].com/commonwealthgames would be allowed but only during the period in which these Guidelines are applicable).

## **9. Links**

In order to facilitate access to pertinent Commonwealth Games information, Accredited Persons posting Commonwealth Games Content pursuant to these Guidelines are encouraged to “link” their blogs to :

[www.thecgf.com](http://www.thecgf.com) – the official website of the Commonwealth Games Federation; and

[www.cwgdelhi2010.org](http://www.cwgdelhi2010.org) – the official website of the Delhi 2010 Commonwealth Games.



## **10. Liability**

It is brought to your attention that, when Accredited Persons choose to go public with their opinions on a blog, they are responsible for their commentary. Bloggers can be held personally liable for any commentary deemed to be defamatory, obscene or proprietary. In essence, bloggers post their blogs at their own risk and they should make it clear that the views expressed are their own.

## **11. Responsibility and Further Restrictions**

Delhi 2010, the Commonwealth Games Associations (CGAs), the International Federations and other entities present at the Games (e.g. media and sponsors) are in charge of ensuring that their respective delegations (i.e. those persons to whom they grant accreditation to the Games) are informed of the content of these Guidelines and agree to fully comply with them. The above-mentioned entities may also impose upon their respective delegations more restrictive blogging guidelines relating to the Games.

## **12. Prior or Subsequent Agreements entered into by the CGF**

Nothing in these Guidelines shall be interpreted as amending or superseding the terms and conditions set forth in any agreement entered into, or to be entered into, by the CGF.

## **13. Infringement of Guidelines**

Violation of these Guidelines by an Accredited Person may lead to the withdrawal of such person's Commonwealth Games identity and accreditation card, as foreseen in the Commonwealth Games Constitution and Rules. The CGF reserves the right to take any and all other measure(s) it deems fit with respect to infringements of these Guidelines, including taking legal action for monetary damages and imposing other sanctions.