

ASIAN KICKBOXING CONFEDERATION SOCIAL MEDIA POLICY, “COMPLIANCE FRAMEWORK”

1. Policy Overview and Purpose

1.1 In addition to other applicable policies including WAKO Social Media Policy, this Policy has been developed to inform the kickboxing community about the responsible use of social media. It is intended to enable participation while ensuring that all individuals remain mindful of their responsibilities and obligations. In particular, the Policy provides practical guidance designed to maximize the benefits of social media use while minimizing potential risks and protecting all parties involved.

1.2 The Policy seeks to establish and reinforce a culture of openness, trust, and integrity in all social media activities related to the Asian Kickboxing Confederation, its National Federations, affiliated organizations, governing bodies, officials, and members.

1.3 This Policy sets out Asian Kickboxing Confederation’s binding guidelines for the kickboxing community in relation to social media use. It further specifies the types of conduct that constitute breaches of the Policy and the consequences thereof.

1.4 In circumstances where guidance on social media issues is not expressly provided within this Policy, individuals are required to seek advice from the Asian Kickboxing Confederation’s Media Committee or other competent authority designated by Asian Kickboxing Confederation

2. Coverage

This Policy applies to all persons engaged in the activities of the Asian Kickboxing Confederation (Asian Kickboxing Confederation), whether in a paid capacity or on an unpaid/voluntary basis, including but not limited to:

- a. Members, including life members of the Asian Kickboxing Confederation;
- b. Persons appointed or elected to any Asian Kickboxing Confederation bodies, committees, offices, officials, and sub-committees;
- c. Presidents, Board members, and officials of National Federations;
- d. National federations, their Board members, officials, and officers;
- e. Employees of the Asian Kickboxing Confederation;
- f. Members of the Asian Kickboxing Confederation Executive;
- g. Support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers, and others;
- h. Coaches and assistant coaches;
- i. Athletes and their associated entourage;
- j. Referees, umpires, and all other officials;
- k. Member associations;
- l. Member clubs.

3. Definition and Scope of Social Media

3.1 For the purposes of this Policy, “social media” refers to any online tools, platforms, or functions that enable individuals or organizations to communicate, publish, and/or share content via the internet.

This Social Media Policy applies to the use of all such platforms, including but not limited to:

- a. Social networking sites (e.g., Instagram, Facebook, Twitter/X, LinkedIn, Pinterest, Yammer, TikTok, etc.);
- b. Video and photo sharing websites or applications (e.g., YouTube, Vimeo, Instagram, Flickr, etc.);
- c. Blogs and micro-blogging platforms (e.g., Tumblr, WordPress, Blogger, etc.);
- d. Review sites (e.g., Yelp, TripAdvisor, UrbanSpoon, etc.);
- e. Live broadcasting applications (e.g., Periscope, Facebook Live, etc.);
- f. Podcasting platforms (e.g., Apple Podcasts, Stitcher, SoundCloud, etc.);
- g. Geo-spatial tagging services (e.g., Foursquare, etc.);
- h. Online encyclopedias (e.g., Wikipedia, etc.);
- i. Instant messaging services (e.g., SMS, Skype, Snapchat, WhatsApp, Viber, etc.);
- j. Online multiplayer gaming platforms (e.g., World of Warcraft, Second Life, Xbox Live, etc.);
- k. Online voting or polling platforms;
- l. Public and private online forums and discussion boards;
- m. Any other current or future online technologies that allow individual users to upload, share, or disseminate content.

3.2 Applicability of the Policy

This Policy applies in the following circumstances:

When an individual is acting in an officially designated capacity as a representative of the Asian Kickboxing Confederation (Asian Kickboxing Confederation) on social media; and

When an individual posts content on social media in relation to Asian Kickboxing Confederation that may reasonably affect the Confederation’s activities, products, services, events, sponsors, members, or reputation.

Note: This Policy does not apply to the purely personal use of social media where there is no reference to Asian Kickboxing Confederation, its activities, competitions, teams, participants, products, services, events, sponsors, members, or reputation. However, misuse of social media in a manner that indirectly impacts Asian Kickboxing Confederation may still be subject to regulation under other policies, rules, or regulations of the Confederation.

3.3 Use of Social Media in an Official Capacity

No person may engage in social media activities as a representative of the Asian Kickboxing Confederation without prior authorization from the Asian Kickboxing Confederation Board of Directors.

As a member of the Asian Kickboxing Confederation community, individuals are considered an extension of the Asian Kickboxing Confederation brand.

The boundaries between personal representation and official representation may often be blurred, particularly as an individual’s profile or position within Asian Kickboxing

Confederation increases. Accordingly, it is imperative that all individuals represent both themselves and Asian Kickboxing Confederation appropriately and in accordance with the values of respect, fairness, and integrity at all times when engaging online.

4. Guidelines

All individuals must adhere to the following guidelines when using social media in connection with the Asian Kickboxing Confederation, its business, products, competitions, teams, participants, services, events, sponsors, members, or reputation.

4.1 Use of Common Sense

Whenever uncertain about the appropriateness of content, individuals must seek prior advice from the Asian Kickboxing Confederation Media Committee or refrain from posting.

The boundaries between public and private, personal and professional, are often blurred. All members of the Asian Kickboxing Confederation community are considered ambassadors of the Confederation and must act accordingly.

4.2 Protection of Privacy

Individuals must safeguard their personal privacy when using social media.

Content posted online may become publicly accessible regardless of intended privacy settings.

Privacy settings should be used to limit access where possible, and personal details should not be disclosed unnecessarily.

4.3 Honesty

Dishonesty, misleading statements, or insulting content are prohibited.

Individuals must verify sources and facts before posting.

Anonymous posting, pseudonyms, or false identities are prohibited. Transparency and disclosure of affiliations are mandatory.

All individuals are accountable for their actions both online and offline.

4.4 Use of Disclaimers

Where practical, individuals should include a disclaimer clarifying that opinions expressed are personal and not official Asian Kickboxing Confederation positions.

Such disclaimers are encouraged but may not have legal effect.

4.5 Reasonable Use

Administration, officials and members of Asian Kickboxing Confederation must ensure that personal social media use does not interfere with work commitments or productivity.

4.6 Respect for Confidentiality and Sensitivity

When using social media, all individuals must maintain the confidentiality of the Asian Kickboxing Confederation (Asian Kickboxing Confederation). Confidential information includes any material that is not publicly accessible, not widely known, or not intended to be shared outside of Asian Kickboxing Confederation.

Individuals are reminded that online activity is effectively “on the record.” Much of the content posted online is public, permanent, and searchable.

Within the scope of your authorization by Asian Kickboxing Confederation, it is acceptable to engage in dialogue with the community about Asian Kickboxing Confederation. However, it is strictly prohibited to publish or disclose confidential information of Asian Kickboxing Confederation. Confidential information includes, but is not limited to:

Details of litigation or legal proceedings;

Unreleased product or program information;

Internal organizational details, including team structures, coaching practices, financial information, and trade secrets.

When using social media, individuals must act with consideration and respect toward others. Information must not be posted where consent has been withheld or where explicit permission has not been obtained. False information about another person must be removed immediately upon request by the affected party.

Permission must always be sought if the use or publication of information is directly related to an individual. This requirement is particularly strict in relation to minors, for whom parental or guardian consent is mandatory prior to publication of any information or images.

4.7 Individuals must obtain express, informed permission from any person before publishing or distributing a direct, clearly identifiable image of that individual.

The publication of sensitive information or images is strictly prohibited without explicit consent. Sensitive content includes, but is not limited to:

- Accidents or injuries;
- Incidents under investigation;
- Controversial or inappropriate behavior.

In every instance, the consent of the copyright owner of the image must also be obtained prior to publication.

Where minors are concerned, parental or guardian consent is mandatory before any identifiable image or related information is published.

4.8 Complying with Applicable Laws

All individuals must comply with applicable laws and regulations when using social media in connection with the Asian Kickboxing Confederation (Asian Kickboxing Confederation).

It is strictly prohibited to post, share, or link to any content that is:

- Illegal or unlawful under national or international law;
- Indecent, obscene, or offensive;
- Defamatory, vilifying, or damaging to the reputation of any individual or organization;
- Misleading, deceptive, or fraudulent in nature.

Any breach of this provision may result in disciplinary action by the Asian Kickboxing Confederation Disciplinary and Ethical Committee, in addition to potential civil or criminal

liability under applicable law.

4.9 Abiding by Copyright Laws

All individuals must comply fully with applicable copyright laws in relation to material owned by third parties as well as the Asian Kickboxing Confederation (Asian Kickboxing Confederation)’s own copyrights, trademarks, and brands.

The unauthorized reproduction, distribution, or modification of copyrighted material is strictly prohibited.

When referencing third-party works:

- Only short excerpts may be quoted or used;
- Proper attribution must always be given to the original author or source;
- Relevant reference and citation rules must be strictly observed.

It is considered best practice to provide links to original works rather than reproducing them in full.

All individuals are required to respect Asian Kickboxing Confederation’s intellectual property rights, including but not limited to its trademarks, logos, slogans, and official imagery.

Any breach of this provision may result in disciplinary action by the Asian Kickboxing Confederation Disciplinary and Ethical Committee, in addition to potential civil or criminal liability under applicable law.

4.10 Discrimination, Sexual Harassment, and Bullying

The public in general, and the Asian Kickboxing Confederation (Asian Kickboxing Confederation)’s employees and members, reflect a diverse set of customs, values, and points of view.

It is strictly prohibited to post, share, or disseminate any material that is:

- Offensive, harassing, or discriminatory;
- Embarrassing, intimidating, or bullying in nature;
- Sexually explicit or indecent;
- Hateful, racist, sexist, or otherwise inappropriate.

When using social media, all individuals remain bound by the values and regulations of the Asian Kickboxing Confederation (Asian Kickboxing Confederation), including but not limited to the Asian Kickboxing Confederation Statutes and any other applicable Policies;

Any breach of this provision may result in disciplinary action by the Asian Kickboxing Confederation Disciplinary and Ethical Committee

4.11 Avoiding Controversial Issues

Within the scope of your authorization by the Asian Kickboxing Confederation (Asian Kickboxing Confederation), if you identify misrepresentations about Asian Kickboxing Confederation in the media, you may report such matters to the relevant authority within Asian Kickboxing Confederation.

All such reports must be made respectfully, factually, and without inflammatory or disparaging

language.

When speaking about other individuals, organizations, federations, or officials, statements must be based on verifiable facts and must not discredit, belittle, or otherwise harm their reputation.

4.12 Dealing with Mistakes

If the Asian Kickboxing Confederation (Asian Kickboxing Confederation) makes an error while posting on social media, the Confederation will acknowledge the mistake transparently and address it promptly.

If a post is modified, it must be made clear that a correction has occurred.

If Asian Kickboxing Confederation is accused of posting improper content (including copyrighted material or defamatory statements), the matter will be addressed promptly and appropriately, with legal advice sought where necessary.

If an individual or organization has an issue with Asian Kickboxing Confederation practices or policies, such concerns must be raised directly with the Asian Kickboxing Confederation Board of Directors or the Asian Kickboxing Confederation Disciplinary and Ethical Committee.

Social media is not an appropriate medium for airing disagreements with Asian Kickboxing Confederation policy, procedure, or rules. Such conduct is damaging to the Asian Kickboxing Confederation brand and counterproductive to the sport.

4.13 Conscientious Behaviour and Awareness of Consequences Individuals are fully responsible for the content they publish on social media.

Failure to comply with these guidelines may result in referral to the Asian Kickboxing Confederation Disciplinary and Ethical Committee for review and possible sanctions.

All individuals must comply with the terms and conditions of any third-party platforms in which they participate.

4.14 Branding and Intellectual Property of the Asian Kickboxing Confederation and applicable branding

Individuals must not use any of the Asian Kickboxing Confederation’s intellectual property or imagery on personal social media accounts without prior written approval from Asian Kickboxing Confederation.

Asian Kickboxing Confederation’s intellectual property includes but is not limited to: a) Trademarks; b) Logos; c) Slogans; d) Imagery published on Asian Kickboxing Confederation’s official social media platforms or website.

No person may create, administer, or represent either an official or unofficial Asian Kickboxing Confederation presence using the Confederation’s trademarks, logos, or name without prior written authorization from Asian Kickboxing Confederation.

Individuals must not imply or represent that they are authorized to speak on behalf of Asian Kickboxing Confederation unless expressly authorized in writing by the Asian Kickboxing Confederation Board of Directors, the President, or the General Secretary.

Where permission has been granted to create or administer an official Asian Kickboxing Confederation social media presence, the individual must strictly adhere to the Asian Kickboxing Confederation Branding Guidelines, and any other applicable policies issued by

the Confederation.

Any unauthorized use of Asian Kickboxing Confederation’s intellectual property may result in disciplinary action by the Asian Kickboxing Confederation Disciplinary and Ethical Committee, in addition to potential civil or criminal liability under applicable intellectual property laws.

5. Policy Breaches

5.1 Breaches of this Policy include, but are not limited to, the following:

- a. Using the Asian Kickboxing Confederation’s name, motto, crest, trademarks, and/or logo in any manner that results in, or risks resulting in, a negative impact on the Confederation, its clubs, affiliates, or members.
- b. Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory, or libellous.
- c. Posting or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language, imagery, or other material.
- d. Posting or sharing any content which, if expressed in person during a competition, would constitute a breach of the official rules of Kickboxing.
- e. Posting or sharing any content in violation of the Asian Kickboxing Confederation’s anti-discrimination, racial discrimination, sexual harassment, safeguarding, or similar policies.
- f. Posting or sharing any content that constitutes a breach of applicable national, state, or international law.
- g. Posting or sharing any material on Asian Kickboxing Confederation’s social media channels that infringes the intellectual property rights of third parties.
- h. Posting or sharing any material that brings, or risks bringing, the Asian Kickboxing Confederation (Asian Kickboxing Confederation), its affiliates, its sport, its officials, members, or sponsors into disrepute. For the purposes of this Policy, “bringing into disrepute” means lowering the reputation of a person or organization in the eyes of an ordinary, reasonable member of the public.

5.2 Reporting a Breach

If you become aware of inappropriate, unlawful, or otherwise non-compliant content online relating to the Asian Kickboxing Confederation or any of its members, or content that may constitute a breach of this Policy, you must report the circumstances immediately to the Asian Kickboxing Confederation Media Committee.

Reports should be made in writing and must include sufficient detail to enable proper assessment and investigation.

5.3 Investigation

Alleged breaches of this Social Media Policy will be investigated in accordance with the Asian Kickboxing Confederation Code of Ethics, the Asian Kickboxing Confederation Disciplinary Code, and the Asian Kickboxing Confederation Dispute Resolution Procedures.

Where deemed necessary, the Asian Kickboxing Confederation (Asian Kickboxing Confederation) reserves the right to report a breach of this Policy to law enforcement authorities or other competent regulatory bodies.

Investigations will be conducted fairly, impartially, and in accordance with due process.

5.4 Appeals

Any person sanctioned under a disciplinary process for breach of this Policy retains the right to appeal the decision before the Asian Kickboxing Confederation Arbitration Committee.

Appeals must be lodged in writing within the time frame specified under the Asian Kickboxing Confederation Disciplinary Code.

The Arbitration Committee’s decision shall be final and binding, subject only to any rights of review or appeal available under applicable law.

The present Social Media Policy (“Compliance Framework”) has been formally reviewed and approved by the Board of Directors of the Asian Kickboxing Confederation on 11 September 2024.

This Policy entered into force immediately upon approval, in accordance with the provisions of the Statutes of the Asian Kickboxing Confederation and shall remain binding until amended or repealed by due process of the Board.

