MEDIA, PHOTOGRAPHY & SOCIAL MEDIA POLICY

Create content responsibly. Keep our community safe and respectful.

This policy forms part of the Build Training Membership Agreement and sets out the requirements for members, visitors, staff and contractors when taking, using or sharing photographs, videos, audio recordings, livestreams or social media content connected with Build Training, while protecting the privacy, safety, comfort and consent of others. This policy must be read in conjunction with the Membership Agreement and any other applicable Build Training policies.

1. Responsibilities

Members, visitors and contractors are expected to ask permission where needed, respect other people's privacy, follow recording restrictions and comply with reasonable staff directions.

Staff and coaches will explain and apply this policy fairly, respect each person's recorded media preferences and raise any privacy or safety concerns with management.

Build Training management will manage media preferences, oversee Build Training social channels, respond to concerns and take reasonable action where this policy is not followed.

2. Respectful participation

Please keep posts and comments respectful. Bullying, harassment, threats, discrimination, sharing someone's private details, pretending to be someone else, or deliberately posting false or misleading information is not acceptable.

3. Privacy, consent and personal information

Please ask permission before sharing identifiable photos, video, audio, health information, contact details or private messages involving another person. Before intentionally recording another member, visitor, coach or staff member, please ask for their consent. When recording yourself, take reasonable care to avoid including others in the background.

4. Member photography and recording

You are welcome to take personal photos or videos, including livestreams, where this does not interrupt training or coaching, create a safety risk or affect another person's privacy.

For everyone's privacy, recording is not allowed in bathrooms, toilets, change areas or other private spaces.

Please record openly and respectfully. Hidden, intrusive or harassing recording is not allowed. Recording equipment must not create a safety risk or block walkways, exits, equipment or a class. If recording creates an immediate privacy or safety concern, staff may ask you to stop and may ask that the relevant content be deleted, subject to applicable law.

5. Safety and professional advice

Please do not post content that encourages unsafe training, misuse of equipment or disregards a coach's directions. If sharing your personal experience, make it clear that it is not medical or professional advice.

6. Build Training promotional media

Build Training may take and use photographs, video or audio captured at the facility or during Build Training activities for marketing and promotional purposes, subject to applicable law.

If you do not wish to be photographed, filmed or recorded for these purposes, you are responsible for advising Build Training in writing through its published membership email address. You may notify or change your media preference at any time. Build Training will take reasonable steps to record and respect your preference for future use, including when capturing promotional content in shared training areas. A change in preference does not require Build Training to remove material lawfully published or produced before the notice was received.

7. Brand, ownership and intellectual property

Please obtain written approval before using Build Training's name, logo, programs or materials in a way that suggests an official endorsement, employment, partnership or representation.

Build Training owns the media it commissions or creates, subject to individual rights and applicable law. Please obtain written approval before using Build Training branding, programs, footage or copyrighted content for commercial purposes.

8. Personal views and official representation

You are welcome to share your personal views, but please do not suggest that you are speaking on behalf of Build Training. Staff and contractors must also follow any workplace communication requirements that apply to them.

9. Commercial promotion

Please obtain written approval before using Build Training channels, groups, member lists or facility content to promote another business, sell products or seek clients.

10. Reviews, complaints and reporting concerns

We welcome genuine feedback. If you have a concern about social media, recording or the use of media, please raise it promptly with Build Training management or through our complaints process so we can look into it.

Build Training will consider reasonable requests about the future use of content and investigate reported concerns or possible breaches of this policy. This policy does not prevent anyone from making a lawful report, review or complaint.

11. Social media moderation

To keep our online community safe and welcoming, Build Training may remove content from its channels if it is unlawful, unsafe, abusive, spam, infringes another person's rights or does not follow published community rules.

12. CCTV

Security CCTV is separate from promotional media and is managed under the Privacy Policy. CCTV is not used in bathrooms or private change areas.

13. Minors

For a person under eighteen (18) years of age, the parent or legal guardian is responsible for advising Build Training of the minor's media preference. Build Training will take reasonable steps to record and respect that preference for future promotional use.

Members, visitors and other persons must not intentionally photograph, film, record or share identifiable content featuring a minor without the prior consent of the minor's parent or legal guardian and, where appropriate, the minor. To protect a minor's privacy, safety or wellbeing, Build Training may require recording to stop or content to be removed, subject to applicable law.

14. Enforcement

We will aim to resolve concerns fairly and proportionately. For serious or repeated breaches, Build Training may remove content, ask for recording to stop, restrict access, refuse entry, ask a person to leave, or suspend or end a membership, subject to applicable law.

15. Policy Changes

Build Training may reasonably update this policy for safety, legal or operational reasons. A change will not materially increase fees, reduce core membership benefits or introduce a new cancellation burden unless permitted by the Membership Agreement, required by law or accepted by the member. Where reasonably practicable, Build Training will give at least fourteen (14) days' written notice before a material change takes effect. A shorter period may apply where reasonably required for an urgent safety, legal or regulatory reason.