



TARGET RIFLE AUSTRALIA LIMITED

ABN 29 143 527 851

National Sporting Organisation controlling Smallbore and Air Rifle shooting in Australia
Member Body of Target Rifle Australia Ltd
Member Body of World Rimfire and Air Rifle Benchrest Federation
Patron: Major General J.E. Barry AM MBE RFD ED (Retd)

SOCIAL MEDIA GUIDELINES

Social media refers to websites and applications that enable users to create and share content or to participate in social networking.

Target Rifle Australia Ltd recognises that social media is an important part of the way individuals Communicate; and actively encourages individuals to participate in social media and share their target shooting experiences. Target Rifle Australia Ltd recognises the importance of the internet to Improve, and increase the flow of information, shaping public perception about the organisation, our member organisations, affiliated clubs, members, sponsors, and stakeholders.

However, Target Rifle Australia Ltd.'s public reputation is valuable and so are the reputations of our member organisations, affiliated clubs, members, sponsors, and stakeholders, so through these guidelines Target Rifle Australia Ltd endeavours to exclude any communication on Social Media that is defamatory, obscene, proprietary, and misrepresentative of Target Rifle Australia Ltd or for commercial purposes.

Accordingly, Target Rifle Australia Ltd promotes and encourages appropriate use of social media.

These guidelines aim to help deal with the use of social media by individuals as it impacts upon Target Rifle Australia Ltd, individuals, the sport of shooting, and sponsors and stakeholders of Target Rifle Australia Ltd.

When using social media, an individual must not:

- Abuse others or expose others to content that is offensive, inappropriate, or for an illegal purpose;
- Impersonate or falsely represent any other person, including Target Rifle Australia Ltd or its member organisations and affiliated clubs;
- Abuse, harass, or threaten, any other person
- Make defamatory or libellous comments;
- Use obscene, offensive, insulting, provocative, or hateful language;
- Intrude upon the privacy of others without their consent;
- Comment in a way that harms the reputation of him or herself, others, affiliated clubs, member organisations, or Target Rifle Australia Ltd, including its individuals, sponsors and stakeholders.

Please note Target Rifle Australia Ltd may:

- Report any breach of any law to any local authority or wronged party;
- Report infractions of third party policy infringements to those third parties;
- Exercise any of its available rights under the law.



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The consequences for violating TRA Ltd.'s standards vary depending on the severity of the violation and the person's history. For instance, the board may warn someone for a first violation, but if directors continue to see further violations we may restrict a person's ability to post or ban the person. A person can request that their ban be lifted, and each request will be reviewed on its merits.

For content that is covered by intellectual property rights, like photos and videos, each person (including each Member Organisation) agrees to give Target Rifle Australia Ltd a non-exclusive, transferrable, sub-licensable, royalty-free, worldwide licence to use any content that is uploaded by that person on any Target Rifle Australia Ltd controlled or operated Social Media.

Target Rifle Australia Ltd can use such content for, including but not limited to, the purpose of promoting the sport of Shooting.

Individuals who communicate their opinions and any other materials do so at their own risk. An Individual may be held personally liable for any commentary and/or material which may be defamatory, obscene, or proprietary.

Target Rifle Australia Ltd encourages individuals to report any use of social media which is likely to harm Target Rifle Australia Ltd., its member organisations, affiliated clubs, individual members, sponsors or stakeholders' reputations.

Target Rifle Australia Ltd may record any information posted to platforms operated by Target Rifle Australia Ltd. and may use that information for the purpose of administering such platforms or, if required by officials, for the purpose of proof.

Target Rifle Australia Ltd will endeavour to remove any personal information in social media Communications (e.g. including but not limited to email addresses, residential addresses or phone numbers) but strongly recommend that all individuals protect their own personal privacy.