



SOCIAL AND DIGITAL MEDIA GUIDELINES FOR ACCREDITED PERSONS

INTRODUCTION

The Ladies European Golf Venture LTD d/b/a LET (the “TOUR”) encourages participants and other persons accredited (each a “Credential Holder”) at the 2023 Solheim Cup (the “Event”) to take part in social and digital media and to share their experiences with their friends, family and supporters. These guidelines are designed to ensure that this activity respects the Solheim Cup values and the rights of third parties.

These guidelines apply to all participants and more generally to all accredited persons at the Event (players, coaches, officials, personnel of promoter, sponsors, and members of accredited media). They apply at all times during the Event.

GENERAL PRINCIPLES

It is entirely acceptable for a Credential Holder to share their experience at the Event through the internet or any other type of social and digital media, provided that it is done in a first-person, diary-type format and that the other requirements included in these guidelines are respected. Only the persons who are accredited as media may act as journalists, reporters or in any other media capacity while they are at the Event.

Postings made by, or on behalf of, a Credential Holder should at all times conform to the Solheim Cup values of excellence, respect and friendship and must not be undertaken for the purposes of demonstration or any form of political, religious or racial propaganda. Such postings should be within the bounds of dignity and good taste and should not be discriminatory, offensive, hateful, defamatory or otherwise illegal. The use of vulgar or obscene words or images is prohibited.

PHOTOGRAPHS, VIDEO AND AUDIO

A Credential Holder can post or otherwise share on social and digital media still photographs taken within the Event venues for personal use. It is not permitted to commercialize, sell or otherwise distribute these photographs.



A Credential Holder is allowed to capture audio or video of the Event, competitions or any other activities which occur at the Event venues for their personal use. However, such audio or video content must not be made available on social and digital media (e.g. by posting or streaming) or on any other type of media without the TOUR's prior approval. Video and/or audio that are taken outside of the Event venues are not subject to the above-noted restrictions and can be shared through social and digital media, provided that the other requirements included in these guidelines are respected.

TOUR PROPERTY

A Credential Holder must not use the Event, TOUR or Ladies Professional Golf Association (LPGA) trademarks on social and digital media. The words 'Solheim Cup', 'LET', 'LPGA' and other related words (collectively "**Wordmarks**") can be used, as a factual reference, provided that they are not associated with any third party or any third party's products or services.

The names and trademarks can be used by accredited media for factual and editorial purposes, as outlined in the [Media Regulations](#).

ADVERTISING AND SPONSORSHIP

A Credential Holder must not use social and digital media for any commercial and/or advertising purpose, in particular in a way which creates or implies any association between, a third party (or a third party's products and services) and, the Event, TOUR, LPGA, a team or a player, unless they have obtained the permission from the applicable person or entity beforehand.

DOMAIN NAMES/URLS/PAGE NAMING/APPLICATIONS

Domain names, URLs and social media handles including the word the Word Marks or other related terms (including their equivalents in languages other than English) are not allowed unless approved by TOUR beforehand. For example, [www.\[myname\]SolheimCup.com](#) or [@\[myname\]SolheimCup](#) is PROHIBITED, while [www.\[myname\].com/SolheimCup](#) would be allowed, provided the content made available through such page respects the other requirements included in these guidelines. Similarly, a Credential Holder may not create stand-alone Event, TOUR or LPGA-themed websites, applications or any other features to host coverage of the Event.





COMPLIANCE WITH LAWS AND THIRD PARTIES' RIGHTS

When a Credential Holder chooses to go public with any comments, opinions and any other material in any way, including on social and digital media, they are solely responsible for the consequences of their actions. They must ensure that they comply with applicable laws and that they have obtained all necessary permissions from any third parties whose image or property is used.

When using social and digital media, a Credential Holder should not:

- intrude upon the privacy of third parties;
- infringe upon any intellectual property rights, or other rights of any third party;
- disclose any information which is confidential or private in relation to another person or organization;
- interfere with the competition or with the responsibilities of the TOUR, LPGA, Event promoter or other entities that are part of the organization of the Event; or
- violate security measures instituted to ensure the safe conduct of the Event.

A Credential Holder can be held personally liable for any commentary and/or material deemed to be obscene, offensive, defamatory or otherwise illegal, or infringing on any third party's rights. This applies also for Credential Holders authorized by a third party to manage their social media accounts or to express opinions on their behalf.

INFRINGEMENTS

The TOUR reserves the right to take any appropriate measures with respect to infringements of these guidelines. The measures may include requiring the removal of any infringing content, withdrawing the accreditation of the responsible person or organization, or taking legal action.

AMENDMENT/INTERPRETATION

The TOUR reserves the right to amend these guidelines, as it deems appropriate. The TOUR shall be the final authority with respect to the interpretation and implementation of these guidelines. The English version of these guidelines will prevail.