



PGA TOUR
OFFICIAL POLICY FOR PLAYERS POSTING/STREAMING
TO SOCIAL MEDIA ON SITE AT EVENTS

September 2021

BACKGROUND. The PGA TOUR, as a membership organization comprised of professional golfers, seeks to maximize financial opportunities for all of its members. The PGA TOUR maximizes revenue for the membership through the sale of television and other media rights, in effect creating larger purses, player retirement funds, and other player benefits. While the PGA TOUR reserves all media rights to PGA TOUR events for the benefit of the membership as a whole, the PGA TOUR encourages players to use social media to showcase their personalities and connect with their fans.

POLICY. Players may capture video, audio and photos (“content”) on site at PGA TOUR events and post/stream the content via social media under the following guidelines. This Policy applies to each tour owned and/or operated by the PGA TOUR.

- On practice round and pro-am days, players may capture and post/stream live and recorded video, audio, and photos throughout the tournament facility. For clarity, live streaming on practice round and pro-am days is permitted.
- On competition days, players may capture and post recorded (non-live) video, audio, and photos throughout the tournament facility, including practice and competition areas. However, on a competition day (and each of the three (3) days after a competition), a player may capture and distribute up to (and not more than) two (2) minutes of video of the player competing on the tournament course and may not distribute this video until after the live coverage window has concluded on a given day. For clarity, live streaming on competition days is prohibited.
- Content should be intended to showcase player personalities, provide fans with authentic player perspectives, and generate interest in the players, PGA TOUR, and tournaments. Content may show limited coverage of a player’s performance in competition under the guidelines in this Policy but should not cover another player’s performance or a competition in general. The content may not be a “speed round” or recap of a player’s round or tournament. Content should also not be commercialized in any way, as discussed below.
- A player may designate an official representative to capture content showing the player on the player’s behalf for distribution under this Policy. An official representative must register with the Player Content team at playercontent@pgatourhq.com. A player is responsible for his official representative’s compliance with this Policy. For clarity, during a competition round, a player may not capture content himself and must use an official representative.
- Content should be engaging but in good taste and not unbecoming of a professional.
- PGA TOUR and tournament hashtags should be used with the content when feasible.
- Content may be posted/streamed only to a player’s personal accounts on social media sites/platforms approved by the PGA TOUR (currently, Facebook/Facebook Live, Twitter, Instagram, TikTok, Snapchat, and YouTube; please check the Player Links website from time to time for an updated list of approved sites/platforms).
- Content may be captured only with smartphones, small handheld cameras (i.e. DSLR cameras) and other unobtrusive, non-broadcast devices. Drones, virtual reality, augmented reality, and 360° video are not permitted. Also, camera crews are not permitted.
- Content may not be commercial in nature (as discussed below).
- Content may not be archived or aggregated.
- Please use the utmost discretion in capturing any content in the locker room.
- The player using the content is responsible for obtaining permission from any other player, caddie, amateur, or other person appearing or heard within the content (except incidentally).
- Please be mindful of the practice and play of other players.

PGA TOUR OWNERSHIP / USE. The PGA TOUR retains sole ownership of the content captured and distributed under this Policy and may use, aggregate, and distribute the content in any manner to promote the PGA TOUR to benefit the membership. However, the PGA TOUR will not imply any endorsement of a third party by a player.

COMMERCIALIZATION. Players may not use the content in a manner that implies a sponsorship or similar relationship between his sponsors (or other third parties) and the PGA TOUR or a tournament. To illustrate, a player may not post a video of his practice session on site under the title, “[Player] warm-up presented by [Sponsor],” or shoot a video that looks like a commercial for his sponsor or overtly or directly advertises for a brand. However, a player may provide incidental brand exposure for his sponsors in the same manner that he does so in the telecast of a PGA TOUR event. Also, natural references to player sponsors are permitted. Finally, players may not enter into distribution, production, or similar deals for the content, including for non-fungible tokens (NFTs) (that is, for content captured at a PGA TOUR tournament facility).

NAMING OF SOCIAL MEDIA ACCOUNTS. Players may not use any name or logo of the PGA TOUR in the names, handles or profiles of their social media accounts.

ENFORCEMENT AND CHANGES. The PGA TOUR may revoke the permission set forth in this Policy for individual players due to violations. Content violating this Policy must be taken down upon request. The PGA TOUR may amend this Policy and/or terminate the permission set forth in this Policy at any time in its discretion, including as a result of developments in technology and/or the PGA TOUR entering into new media ventures and arrangements. The PGA TOUR reserves the right to use, aggregate and distribute content captured by players at PGA TOUR events as part of a PGA TOUR media program on an exclusive basis to benefit the membership.

(end of Policy)