

ANNEX U: CODE OF CONDUCT

Preamble

This Code of Conduct sets out the terms and conditions upon which a Person Subject to these Operational Rules shall conduct themselves. Each Nation and Person acknowledges that the purpose of this Code of Conduct is to:

- a) safeguard the integrity of the Game;
- b) ensure that none of the Competitions, Nations, the IRL or the sport of rugby league (the “Parties”) are brought into disrepute;
- c) ensure that the Parties can comply with its obligations to sponsors, licensees, broadcasters, public funders, host cities and towns, match venues, training venues and training bases; and
- d) protect and enhance the best interests, image and welfare of the Parties by regulating the conduct of Persons Subject to the Operational Rules.

Bound by the Code of Conduct and Operational Rules

- (1) The Person acknowledges that they are bound by this Code of Conduct and the IRL Operational Rules.
- (2) The Person agrees with the IRL that they are bound by and will fully comply with the terms of this Code of Conduct and the terms of the Operational Rules which impose obligations on individual Persons.

Public Confidence

- (3) No Person shall:
 - a) engage in any conduct that is detrimental to;
 - b) bring into disrepute;
 - c) act in a manner inconsistent with;
 - d) act in a manner contrary to; or
 - e) act in a manner prejudicial to,the best interests, image or welfare of the Parties.
- (4) No Person shall engage in any conduct that impairs or might impair confidence in the integrity of the Parties.
- (5) No Person shall engage in any conduct that impairs or might impair public confidence in the honesty or integrity of any Persons or the Parties.
- (6) For the avoidance of doubt, paragraphs (3) to (5) apply to the use of social media platforms (including but not limited to Facebook, Twitter, Snapchat and Instagram).





Conduct Related to Matches

- (7) Every Person must ensure that every Match in which their team is playing or they are officiating is played at all times in a sporting, disciplined and professional manner in accordance with the International Laws of the Game.
- (8) Every Person shall accept and observe the authority and all decisions of Match Officials made during, or in connection with, a Match.
- (9) Every Person shall cooperate in ensuring that the spirit of Competition Rules, these Rules, and the Laws of the Game, is upheld.

Drugs and Alcohol

- (10) At all times Persons shall comply with the IRL Anti-Doping Rules and agrees that any breach of the IRL Anti-Doping Rules shall be dealt with in accordance with the procedures and sanctions set out in the IRL Anti-Doping Rules. Each Persons shall submit to drug testing in accordance with the Competition Rules or Anti-Doping Rules and/or other directions issued from time to time.
- (11) Every Person shall conduct himself at all times in public and at Competition/Match related functions in a sober, courteous and professional manner.

Harassment and Criticism of Match Officials

- (12) Other than in accordance with Competition Rules or Operational Rules (including the Laws of the Game), under no circumstances is any Match Official to be approached, questioned or harassed in any way by any Person, whether before, during or after a Match.
- (13) No Person shall publish or cause to be published (including on social media) or give any interview to the media by whatsoever medium which contains unreasonable criticism of the manner in which a Match Official has controlled a Match in the Competition. For the avoidance of doubt coaches and Officials can comment on matters of fact during a Match (including referees' decisions) but cannot question the character, integrity and competence of the Match Officials.

Hosts, Commercial Partners and Media

- (14) Each Person agrees that he shall attend such official functions and press and other public relations functions as required under Competition Rules and/or as advised by the Competition Director. In addition, if so requested by the Competition Director, a Person agrees to attend and give at least one press conference or interview:
 - a) prior to each Match, provided that the request is reasonable;
 - b) after each Match; and
 - c) at any other mutually agreed time;
- (15) Every Person agrees to be filmed, televised, photographed, identified and otherwise recorded during a Competition under the conditions and for the purposes determined from time to time by the Competition Director including in relation to the promotion of the Competition, a particular Match and the Game.





- (16) From time to time, the Competition Director may wish to use a Person's name, signature, voice and film and photographic portrayal, virtual and/or electronic representation, reputation, replica and all other characteristics and attributes of such Person (their "**Image**") for promoting the Competition, future rugby league competitions and/or as part of current or historical records or publications of or concerning the Competition. Each Person authorises and sub-licences their Image for any such purposes to the Competition Director at no cost, provided that such use comprises reference to or portrayal of such a person as a member of a Nation's or Match Officials squad at the Competition.
- (17) Every Person further agrees that the Competition Director shall be entitled to use (for purposes other than those set out in paragraph 16) and to permit Competition partners the right to use their image without needing to obtain any consent from that Person provided always that:
- a) any such use is limited to that person appearing and being portrayed as a member of a Nation or Match Official;
 - b) their Image shall not be used in such a way as to be construed as individual sponsorship by that person of, or endorsement by that person of, the Competition partners and other commercial partners; and
- (18) Every Person agrees that they will co-operate with Competition partners as reasonably required. Without limitation each Person shall agree not to:
- a) Assert any title to or claim to use, sell or exploit any Competition rights;
 - b) Directly or indirectly allow or acquiesce so as to permit the use of their Image to be used in any advertising or endorsement or for any commercial purpose (including without limitation the appearance of that Person in such advertisements or endorsements or for such commercial purposes in that Player's or Match Officials playing kit or training kit) which involves a direct or indirect association with the Competition and/or seek to exploit any connection therewith;
 - c) allow their name, nickname, image, likeness, photograph, signature or performance to be used by any commercial entity in connection with any merchandise or memorabilia which relates to or includes the Competition;
 - d) Engage in any promotional or marketing activities during the term of the Competition Rules without the prior written consent of the Competition Director;
 - e) Enter into any contract, arrangement or commitment that requires or permits the use or exploitation of their Image for any other promotional or marketing activities during the Term, without the prior written consent of the Competition Director.
- (19) For the purposes of clause 19(d) and 19(e), the Competition Director may withhold consent if the proposed activities:
- a) relate to products or services that compete with those of the protected sponsors of the Competition partners;
 - b) might bring the game of rugby league and/or the Competition into disrepute;





- c) include a term or provision limiting, restricting or preventing the Person from participating in any promotional or marketing activity on behalf of the Competition or any official Competition partners.
- (20) Every Person acknowledges that any material(s) produced as a result of the exercise of the rights by the Competition Director in accordance with clauses 16 and 17 of this Code of Conduct in whatever formats and/or media, including any intellectual property rights and/or goodwill in such material(s), shall be owned (as between the Player/Person on the one hand and the Competition and/or their respective assignees on the other hand) solely by the Competition and/or their respective assignees.
- (21) Every Person shall:
- a) Ensure that he does not make any defamatory or derogatory statements or take part in any activities which are or might be derogatory to or are/or might otherwise be detrimental to the reputation, image or goodwill of any Competition partner;
 - b) Disclose immediately in writing to the Competition Director, details of any endorsements, promotions or similar activities with any competitor of any Competition partner.
- (22) Every Person agrees to comply with certain obligations in respect of rights that have been granted to Competition partners provided that the requests are reasonable in number and duration and reasonable notice is provided.

Players and Officials Dress

- (23) Every Person shall ensure that is they are properly attired and, where appropriate, dressed in the apparel required by their Nation or the IRL in all public appearances as a Person.
- (24) Every Person agrees that, pursuant to Rule 11.4, and upon request from the Competition Director they will remove or cover up any item of clothing, body garment, tattoo or other such product howsoever showing that is advertising a product, service or company that is engaged in the same business sector as a Competition partner.

Unlawful Conduct

- (25) During the term of a Competition, as defined by the Competition Rules, no Person shall engage in any conduct that is against the law of the place where the conduct occurs.

Inducements

- (26) No Person shall offer or receive a bonus or any form of inducement whether directly or indirectly and by whatever means to lose or draw a Match or alter or influence their decision-making in a Match or to ensure the occurrence of any incident in a Match.
- (27) Each Person shall inform the Competition Director promptly:





- a) of any approach made to them by any party suggesting that they participate in any act which would breach paragraph 27; or
- b) if they are aware that any other individual (including Players and Persons of other Participant Nations) has or intends to breach paragraph 27.

Betting

- (28) No Person shall place, accept or lay a bet (or any other form of financial speculation) on any Match (for the avoidance of doubt whether or not their Participating Nation is involved in that Match or it is a game in which they are not officiating in) or in relation to the Competition in any way (or permit any other person to do so for the Person's direct or indirect benefit) or provide information or do any other act or thing which is calculated to or does assist others involved in any of the foregoing. During the Event Period, no Person shall engage in any conduct that is against the betting laws of the place where the conduct occurs.

Discrimination

- (29) No Person shall engage in discrimination on the grounds of age, ethnic origin, race, gender, disability, class or social background, religion, sexual orientation, marital status, pregnancy, colour or political persuasion (any such conduct which is referred to as **"Discriminatory Behaviour"**).

Gestures to Spectators

- (30) During a Match or Competition, no Person shall make any gesture to the crowds that may be considered obscene or alternatively which may be considered likely to incite the crowd to disorder (even if no such disorder occurs) or which is prejudicial to the interests of the Game of rugby league. For the avoidance of doubt, such shall include throwing any ball or other object into or towards the crowd.

Language

- (31) During a Match or Competition, no Person shall subject any spectator, member of the public, staff at hotel, ground staff or other person to foul and/or abusive language.

Unruly Behaviour

- (32) During a Match or Competition, no Person shall behave in an unruly manner in any public place which for the avoidance of doubt shall include (without limitation) to bars, hotels, airports, flights to and from the Competition, team buses, tunnel and dressing room areas.

Conduct Prejudicial to the Interests of the Parties

- (33) No Person shall behave in a manner which is prejudicial to the interests of the Parties or which may cause hurt, annoyance or injury to them.

Safety

- (34) During a Match or Competition, no Person shall fail to comply with any reasonable instruction of the ground safety officers, Police, Competition Director, or their lawful representative at any venue.





Social Media

- (35) In considering social media posts, the IRL must take into account the wider commercial, cultural and reputational impact on the game and its members, taking into account the Guiding Principles (Rule 1.1) and its obligations under the Articles.
- (36) No team or Person shall promote social media material or content that is obscene, confidential, defamatory, threatening, harassing, discriminatory or hateful to or about a Member's work or about another Person(s) or entity that brings the IRL, or its Members or the Game into disrepute.
- (37) Social media posts which are in breach of the Rules are ongoing breaches until such time as they are removed, retracted or recast in a way which clarifies them to IRL's satisfaction.
- (38) In assessing whether the alleged social media material or content has brought the IRL or its Members or the Game into disrepute the Misconduct Committee will have regard, amongst other sentencing factors, to the following guidelines for social media use:
- a) Take accountability for what is published and ensure relevant permissions have been sought to do so, and correct any mistakes promptly;
 - b) Identify issues early and engage the appropriate Nation/Competition personnel if appropriate;
 - c) Respect copyright and always credit others' work or IP if appropriate;
 - d) Think about the ramifications of what is being said;
 - e) Be authentic and transparent – do not try and manipulate the conversation or publish misleading information;
 - f) Protect the confidentiality of the tournament, sponsors, teams, individuals and anyone else you have dealings with;
 - g) Defer to the subject-matter expert within your organisation – let the best qualified person engage where possible and sometimes, a formal or legal response may be required;
 - h) Be honest and clarify that any opinions expressed are your own;
 - i) Use good judgement in what is said on social media. Remember that colleagues, media and customers are active in social media too and comments can easily be forwarded; and
 - j) Be aware that what you are saying is permanent.

Proceedings for Breach

- (39) Where any Person has failed to comply with a provision of this Code of Conduct, proceedings may be taken against that Person for that failure, and a penalty imposed. Any such proceedings and any sanctions imposed shall be in accordance with the rules set out in Annex T.

