



MANITOBA CRICKET ASSOCIATION INC.

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Manitoba Cricket Association Policies and Procedures

Advertisement Policy

Revision and Review History

Date Created	June 16,, 2025	Pages 1	Of 2

“Organization” refers to: Manitoba Cricket Association

Definitions

1. The following terms have these meanings in this Policy:
 - a) **Advertisement:** The practice and technique employed to bring attention to a product.

Purpose

Advertising Policies aim to ensure that ads are truthful. Transparent and respectful of others. This policy covers various aspects including legal compliance, content restrictions and user privacy. Advertisers must adhere to these policies to avoid penalties, including ad disapproval or account restrictions.

Legal Compliance

- a) **Truthfulness and accuracy:** Advertisements must be truthful and not misleading. Claims must be substantiated with evidence
 - b) **No Deceptive Practice:** Policy prohibits ads that deceive users including those designed to scam people out of money or personal information
 - c) **Adherence to Law:** Ad must comply with all applicable laws and regulations.
2. **Content Restrictions**
 - a) No tobacco products, drugs and unsafe products
 - b) Adult content including pornography, sexual content and nudity.

c) Hate speech, discrimination and contents that promote violence or illegal activities.

3. User Privacy

- a) **Transparency:** Advertisers should be transparent about data collection and targeted advertising
- b) **Consent:** Policies often require obtaining user consent for data collection and targeted advertising.
- c) **Data security:** Personal information collected through ads must be handled securely.

Application of this Policy

- 2. This Policy applies to the Organization and its teams and participants.
- 3. If any individual or business wishes to display tents/banners for special events, they must pay a fee as requested by the MCA. Generally, this is \$100. But can be changed at any time
- 4. The Organization and its teams and participants shall consider and apply the following principles when determining whether or not to approve a fundraising Venture:


Organization Approval

- 5. The Organization must approve any application for advertising to ensure all criteria are in line with the City of Winnipeg, Assiniboine Park and any other jurisdiction where cricket fields are located.

Name of PSO: Manitoba Cricket Association

Board Approval Date: June 16th 2025

Board Member  _____

Board Member  _____

Board Meeting Date: June 16th 2025