

IRONMAN® Professional Athlete Code of Conduct

The IRONMAN® Professional Athlete Code of Conduct establishes standards by which Professional athletes are expected to conduct themselves. As the media and participant focus on our sport, Professional athletes are required to abide by these standards at all times whilst participating in IRONMAN Group Events and associated media.

General conduct

- Refrain from unsportsmanlike conduct.
- Compete in the spirit of fair play through acceptance of the IRONMAN® Anti-Doping Rules as endorsed by WADA.
- Treatment of fellow athletes, officials, volunteers, and spectators will be conducted with respect and courtesy, free of objectionable material and profanity.
- Discussions and comments relating to IRONMAN® are consistent and appropriate with stated values and policies of the brand and sport.
- Avoid the use of abusive behavior whether verbal, physical or sexual.
- Refrain from public nudity or indecent exposure.
- Respect the property of others.
- When speaking as a representative of the sport, your fellow athletes or events—act responsibly and communicate professionally.
- Appropriate and respectful behavior and dress code when appearing at event functions and in VIP areas.

Responsibility

- Understand that all forms of communication – social media content, written, photographic, audio should afford respect to individuals, Communities, and organizations involved in the IRONMAN® brand and sport.
- Understand the personal liability for any comments and material that may be deemed to be defamatory.
- Comments made in public communications in individual capacity can be represented as such.
- Be responsible for my own safety and the safety of others, for the entire time period spent in the event community. This includes, without limitation:
 - wearing bike helmets whilst training and in view of fellow athletes and the community.
 - ensuring that no individual contracted by me, representing me, or associated with me, engages in any conduct on or near the race course or venue that, in the opinion of or IRONMAN® Race Officials, (i) I am aware of and (ii) creates an unreasonable risk of injury or damage to any other athlete, spectator, Race staff, bystander, or any other person, or any property (for example, engaging a videographer to follow me along any part of the course).
- Obey traffic regulations and instructions from race officials.
- Never make a false statement in relation to eligibility and Membership to compete.
- Complete event requests and registration for events prior to registration cut-off dates.
- Complete onsite registration during the posted registration hours.
- Attend mandatory Pro athlete race briefing or inform the Pro Services department, race director or race official of the inability to attend.

- Follow the prescribed course. It is the athlete's responsibility to know the course. Athletes must cover the prescribed course in its entirety. Failure to do so will result in a disqualification. If an athlete must exit the course, he or she shall re-enter the course at the same point of departure before continuing.
- Know, understand and follow the [IRONMAN Competition Rules](#).

Guidelines for the Application of IRONMAN® Professional Code of Conduct

In the attempt to bring some guidance to athletes, officials and event personnel these guidelines have been put in place to assist in enforcing the application of IRONMAN® Competitive Rules, IRONMAN® Code of Conduct and IRONMAN® Media and Advertising Policy.

The following are examples of unacceptable behavior by current IRONMAN® Professional Members that will result in penalties.

I. Audible and visible displays of obscenity and anger.

- Heated public disagreements with officials, negative comments to or about volunteers or any other event personnel during the staging of an event.
- Displays of anger and displeasure for reasons personal or race related where members of the public (including athletes, spectators and the media) are present in any capacity.
- Publicly questioning or criticizing a race official or official decision, ruling or penalty except through the accepted procedure in an official hearing or inquiry.

II. Abuse (physical, verbal, threatening or slanderous) of Race Officials, volunteers, fellow competitors and any event personnel.

- Any intentional obstruction of a fellow athlete.
- Improper contact or arguments with volunteers.
- Improper or insulting personal communication with officials and race personnel outside accepted channels of procedure.

III. Unprofessional public communications in person or via any media dialogue.

- Slanderous comments with racial, cultural or sexual overtones regarding event officials, event personnel or fellow athletes.
- Damaging and false commentary of an event and any related personnel.
- Any public comment or discussion regarding a specific drafting or blocking penalty is a violation. Included are comments or discussion at the race venue or to the media.
- Damaging, critical and bullying remarks that impact the reputation and image of Events, staff, volunteers and IRONMAN® brand.

IV. Blatant and repeated violations of event procedures.

- Consistent untimely requests for event entries beyond posted deadlines.
- Failure to attend pre- race mandatory briefing without notifying Pro Registration Department of inability to attend.

- Failure to notify event or relevant departments of withdrawal from an event.

Sanctions

Athletes whose conduct is considered contrary to this Code is subject to penalties, including but not limited to one or more of the following:

- Letter of reprimand.
- Disqualification from event.
- Temporary suspension from IRONMAN Group events—three months.
- Permanent suspension from IRONMAN Group events.