



**To: EXECUTIVE COMMITTEE
PROVINCIAL PRESIDENTS
PROVINCIAL SECRETARIES
DISTRICT PRESIDENTS
DISTRICT SECRETARIES
ASSOCIATE MEMBER PRESIDENTS
ASSOCIATE MEMBER SECRETARIES
MEDIA**

22 April 2026

CIRCULAR 44 / 2026

BOWLS SA: USE OF AI MANIPULATED IMAGES OF INDIVIDUALS

1. In light of ongoing social media posts involving AI-manipulated images of individuals—including, in particular, medal winners at Bowls SA events and/or members of the Bowls SA Executive and/or other Bowls SA committees—the Bowls SA Executive records that it does not condone such conduct.
2. On legal advice, Bowls SA records that the creation, dissemination and/or publication of such images may (a) breach the terms, standards and/or policies of the relevant social media platform(s) and/or (b) constitute an unlawful infringement of the affected individuals' rights, including (without limitation) their rights to identity and dignity. Bowls SA accordingly records that it shall not be responsible or liable for the creation, development, posting, dissemination and/or publication of such images by any Provincial/District Bowls Association, club and/or Associate member, or by any of their respective office-bearers, members, employees, contractors, service providers and/or content creators.

**BOBBY DONNELLY
CHIEF OPERATIONS OFFICER**