

# Self-assessment Tool

Does your advertising respect the good practices presented in this guide?



## You use images that were shot in the Marine Park

- Mention the Marine Park in your published material ☐
- Absence of prohibited activities: jet-skis, motorized water traction sports, flying drones ☐

## You wish to shoot images within Marine Park boundaries

- Completed permit application and authorisation obtained from Parks Canada ☐
- Final editing complies with permit conditions ☐

## You use an image that shows a beluga whale and/or a blue whale

- Conservation message present that does not use the term "curious" to describe beluga whale behaviour ☐
- Absence of boat on the image ☐
- The message does not encourage the observation of beluga whales or blue whales ☐

## You use an image of a whale that is neither threatened or endangered (humpback whale, minke whale, fin whale)

- The whale is in its natural habitat ☐
- If it has been edited, it remains realistic ☐
- If a whale-watching tour company boat is present:
  - It is not in the path of the whale ☐
  - It is at a distance of at least 100 metres from the whale ☐
  - The boat appears to be moving at a slow speed (no waves in its wake) ☐
  - If several boats are present, they do not appear to be surrounding the whale ☐
- If a pleasure craft is present:
  - It is a distance of more than 200 metres from the whale ☐
  - It is not cutting off the whale's trajectory ☐

## If you would like to promote an activity other than whale-watching tours

(kayaking, diving, sailing school, pleasure boating, fishing, etc.):

- No whale is visible near the boat ☐
- No message encourages approaching whales ☐

## You use several whale images:

- The final product presents a good balance between spectacular images (ex: breaches) and more common images (whale backs at the surface and humpback whale tails) ☐
- The final product promotes the observation of the six whale species and three seal species most commonly observed, not uncommon species ☐