



# REVEAL

## Brochure & Website Integration Guidelines

International Testing Agency

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# WHAT IS REVEAL?

**REVEAL is the International Testing Agency’s (ITA) secure confidential reporting platform for anti-doping.**

**Under the World Anti-Doping Code (the Code) and the International Standard for Testing and Investigations (ISTI), Anti-Doping Organizations - i.e. International Federations (IFs) or National Anti-Doping Organisations (NADOs) - shall do everything in their power to ensure that they are able to capture or receive anti-doping intelligence from all available sources, including, but not limited to, Athletes, Athlete Support Personnel, members of the public, and National Federations (NFs). As part of these efforts, IFs are required to develop policies and procedures to facilitate and support whistleblowers, and encouraged to share them with their NFs.**

**In this respect, the ITA has assisted the IFs by implementing a centralized and highly secured online reporting platform – ‘REVEAL’ – in order to offer additional opportunities to report doping offences.**

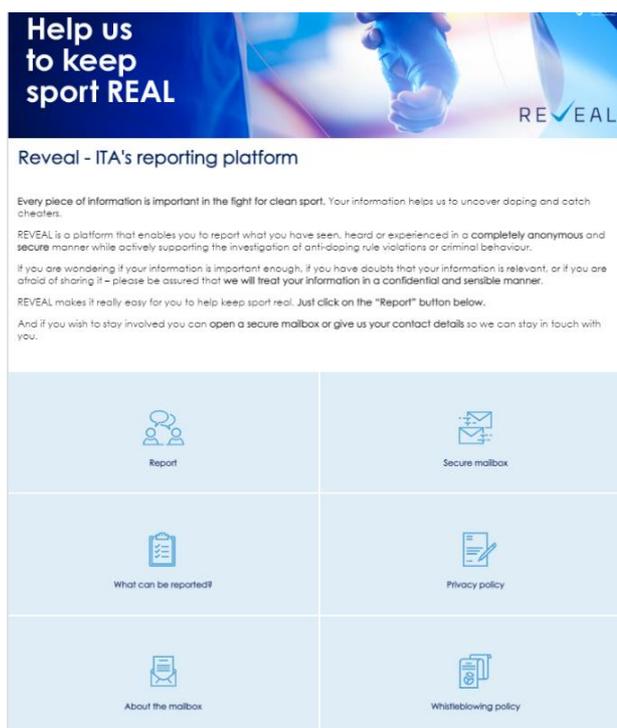
REVEAL allows for suspicions to be disclosed in complete confidentiality. Close cooperation with international sports organisations, the World Anti-Doping Agency (WADA), NADOs and Law Enforcement Agencies will ensure that intelligence shared through REVEAL is applied in the most effective way for clean sport and athlete protection.

The ITA Intelligence & Investigations (I&I) department is responsible for the implementation and running of REVEAL and will assist the IFs with their responsibility to roll out the REVEAL platform also to their NFs to encourage any informant “...to report any information suggesting or relating to an anti-doping rule violation...” (see Code - Article 20.3.8).

## Why is reporting so important in the fight for clean sport?

All information or suspicions, no matter how seemingly insignificant or unimportant, have value and could be decisive in uncovering anti-doping rule violations.

Concrete tips about suspected doping offences are one of the most effective ways to keep sport clean. The courage of whistleblowers and reporting persons has shed light on many serious misconducts endangering fairness in competitions and the health of athletes in the past years.



## How secure is REVEAL?

REVEAL is hosted on a secured platform that allows reporting persons to share information with the ITA in a completely confidential and, if they choose, anonymous manner. It has been developed in consultation with athletes and former whistleblowers. It has a straightforward user interface and is simple to use. Information flowing in through REVEAL is processed by ITA's Intelligence & Investigation department consisting of experts with backgrounds ranging from law enforcement, military and police, criminology, digital and physical forensics, and intelligence.

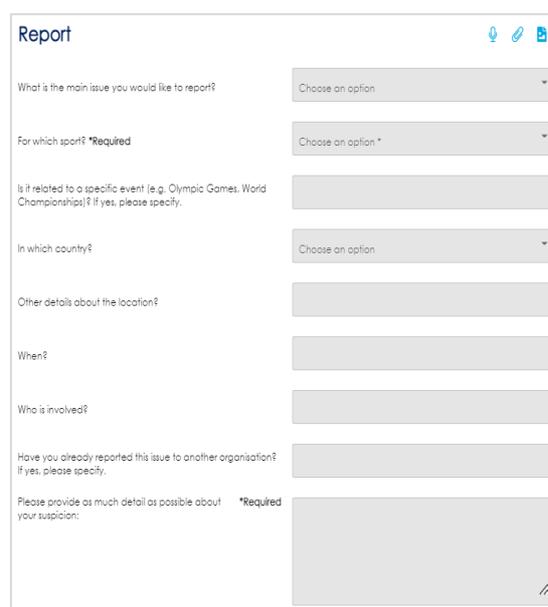
Anyone who submits a report on REVEAL has the option to create a secured mailbox for further exchanges with the ITA. When creating a mailbox, a case number would be assigned to the user, who will then choose their own secure PIN code. The case number and PIN code will then be required to log in to the mailbox, which will contain messages and follow-up questions from the ITA I&I department.

All communication can remain anonymous.

## What can be reported on REVEAL?

Any information pertaining to a conduct, act, omission or occurrence which may constitute or be indicative of an anti-doping rule violation may be reported on REVEAL. It is important that any and all anti-doping information is reported and described in as much detail and with as much concrete supporting information as possible.

Anyone who has detected, identified, and/or witnessed a suspicious behaviour or anyone who has reasonable grounds for suspecting that cheating has occurred, can submit a report on REVEAL.



Information flowing in through REVEAL that does not concern any of the over 50 IFs and Major Event Organisers (MEOs) that delegate their anti-doping programs to the ITA will be processed with the same level of integrity and rigour and shared, where possible, with the relevant organisations.

Furthermore, the ITA has agreements on information sharing with more than 20 NADOs worldwide and has entered several other collaborations with sports organisations and law enforcement agencies in order to establish REVEAL as a truly holistic and globally active platform.

## Privacy and Whistleblower policies

REVEAL's privacy policy can be found [here](#).  
The ITA Whistleblower policy is available [here](#).

[Click here to access REVEAL](#)

## REVEAL WEBSITE INTEGRATION GUIDELINES

Access to REVEAL can be integrated seamlessly in any digital environment. To make this process as simple as possible for you, we have created this how-to-guide that explains the few actions you will have to take to allow athletes, coaches and other relevant stakeholders to share information through REVEAL.

Follow the steps and find ready-to-use content ensuring that your audience knows exactly what to do and how to use REVEAL.

### STEP 1

Click [here](#) and access the **REVEAL promotional package**  
Password: 7x24lpzedl

### STEP 2

Select the folder "01 – Pre-designed banners for website integration" and choose from a large number of pre-designed banners in the most common dimensions.

In case you require a different format, you can design your own banner using the provided assets which can be found in the "03 – REVEAL logos and branding elements for customisation" folder, where you find logos and background options. The ITA can also support you with a tailored design. Please contact us at [reveal@ita.sport](mailto:reveal@ita.sport).

### STEP 3

Identify the best place for the banner on your website. We recommend a well visible spot on your home page and in the anti-doping section of your website. Experience shows that REVEAL works most efficiently when easy access is provided.

### STEP 4

Add a short paragraph below the banner explaining the function of REVEAL and how to use this opportunity of speaking out in a secure space. You can copy the following text:

*REVEAL is a platform independently managed by the International Testing Agency (ITA) where you can share information about doping suspicion in a completely anonymous and secure manner. Every piece of information is important in the fight for clean sport and through REVEAL you can support the investigation of anti-doping rule violations or criminal behaviour.*

Please feel free to contact us at [reveal@ita.sport](mailto:reveal@ita.sport) if you have any questions.