Image Policy

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# Summary

This policy covers how the university Marketing and Planning team will handle imagery. It is written in a way designed to encourage partner organisations to adopt it unaltered particularly with reference to the Marketing and Communications Practitioners group.

It is to be read in parallel with the Photography Permission Form and its associated Privacy Notice.

# Basic Principles

* Any image used must have an associated Photography Permission Form or documented legal basis other than consent (this would be found in the relevant privacy notice)
  + There are no exceptions to this so in the event there is a library / store / collection of images collected over time, if there is no associated permission then that image should be destroyed.
* Anyone who features in an image has the right to request we stop using it for new marketing activity.

# Image Library

## Tool

The university makes use of a product called Third Light which is available from <https://imagelibrary.uhi.ac.uk/>. This tool can be used by partners in line with this document.

## Procedure

The image library is managed by the webteam on behalf of the Head of Marketing and Planning. The work is led by the Digital Marketing Officer and supported by the Web Content Officer. It is managed in line with the following principles :

* Images will only be uploaded where we hold signed permission forms.
* Only hi-res images will be uploaded
* Images will be taken out of use after 3 years
  + They may also be retired at any time upon request from the individual(s) featured
  + They may also be retired if they have been heavily used in a number of marketing media
* Images cannot be downloaded without seeking permission via the image library. Requests to use images will be assessed :
  + to ensure their use is in line with the permission originally sought and obtained e.g. requests to provide the images to a 3rd party organisation for their marketing activities would be rejected
  + to ensure images are not overused
  + to ensure images are used in the correct context e.g. Canoe images would not be used to promote Accounting

# Points of contact

Head of Marketing and Planning

Web Manager

Digital Marketing Officer