

Image Use Policy

1.0 Policy Purpose

This policy establishes standards of use of still and motion images, whether print or digital, containing identifiable individuals in 802 Credit Union communications for Marketing or Promotional Purposes.

2.0 To Whom the Policy Applies

This policy applies to all individuals in a public space for Marketing or Promotional Purposes or maintaining in an archive any still or motion images captured on behalf of or for use by 802 Credit Union. In all cases where “image” is referenced throughout the policy, it should be understood to include all still or motion images, whether print or digital, that contain identifiable individuals.

3.0 Policy Statement

802 Credit Union must have prior written permission or a disclaimer displayed to notify event attendees. Hosts or sponsors of 802 Credit Union events open to the public are encouraged to note in signage or in registration and/or published materials that photos may be taken for 802 Credit Union’s Marketing or Promotional Purposes. No other company may reproduce any media to be used for or on behalf of 802 Credit Union or maintain any image archive.

Images used for Marketing or Promotional Purposes include the use of any image on social media in which the image represents or promotes 802 Credit Union, its services, events or activities (e.g., images of employees and members involved in activities, images of individuals in public spaces or engaging in public events, or participants in 802 Credit Union-sponsored events.)

3.1 Requests to Cease Use of an Image for Marketing or Promotional Purposes

802 Credit Union will honor any request to cease the use of the image for Marketing or Promotional Purposes from the individual whose image is being used. The Marketing Department is responsible for maintaining on file the record of permission and consent for the reasonable life of the image.

3.2 Exceptions

Consent is generally not required for use of images taken in public venues or spaces where individuals are not featured or readily identifiable (e.g., crowd shots.)

4.0 Definitions

For the purpose of this policy, the terms below have the following definitions:

Marketing/Promotional Purpose: Communications developed for the purpose of increasing engagement, raising general awareness or eliciting participation in any form, whether through attendance, enrollment, or any form of volunteerism. This includes images used in design for websites, e-communications, brochures, posters, annual reports, or videos or other multimedia communications developed to promote programs or initiatives.