

Image Usage Policy

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Introduction

This Image Usage Policy outlines the guidelines and procedures that CHEAD (the Council for Higher Education in Art and Design) follows for sourcing, using, crediting, processing, and storing images. This Policy aims to ensure that CHEAD complies with applicable copyright laws and respects the rights of image creators while effectively utilising images for its activities.

1. Image Sourcing

1.1 Sources of imagery that CHEAD uses:

- Commissioned photographs
- Royalty free images
- Stock / licenced images
- Images taken from external organisations to illustrate a report or campaign

1.2 Platforms that CHEAD uses that stores imagery CHEAD uses:

- CHEAD website
- Mailchimp and member mailings
- Printed materials – flyers, conference programmes, infographics
- Canva – online design programme

1.3 Commissioned photographs

CHEAD enters into a Photography Licence Agreement with a photographer, giving CHEAD the rights to reproduce their photographs for commercial purposes. If no such licence is in place, due to third party involvement or similar, CHEAD will take appropriate steps to credit the photographer where possible.

1.4 Stock / licenced images

CHEAD will only buy or download images only from reputable stock photography agencies like Shutterstock, iStock, Stockphotos.com, Photocase and Adobe Stock. In such cases, CHEAD will ensure compliance with the terms and conditions of use specified by the image provider.

2. Image Usage

2.1 CHEAD will use images for legitimate purposes related to its activities, which may include, but are not limited to, publications, promotional materials, website content, social media posts and presentations. Images used by CHEAD will be relevant, accurate, and appropriately contextualised within the the organisation's mission and objects.

3. Image Credit and Attribution

3.1 CHEAD recognises the importance of crediting image creators and rights holders. Whenever feasible and applicable, the organisation will provide the appropriate credit and attribution for the images it uses.

3.2 Image credits will include the name of the creator, the source or copyright holder, and any other information required by the terms of use or licensing agreements.

3.32 CHEAD will ensure that image credits are clearly visible and adequately placed in close proximity to the image, enabling viewers to easily identify the creator and source.

4, Image Processing and Storage

4.1 CHEAD will handle images with care, ensuring that any necessary adjustments, resizing, or modifications are made without infringing upon the rights or integrity of the original work.

4.2 Where necessary, CHEAD will seek appropriate licenses, permissions, or agreements from image rights holders for the use of copyrighted images.

4.3 All images used by CHEAD will be stored securely and protected against unauthorised access, loss, or damage. Appropriate measures will be in place to maintain the confidentiality and integrity of the images.

4.4 CHEAD will retain images in compliance with applicable laws and regulations governing data protection and copyright and will delete images when they are no longer required for organisational purposes.

4.4 Images received by CHEAD from external partners

On receipt of an image from an external partner, a request should be made from the partner for the following information:

- Terms of use including duration of storage
- Photo credit information

5. Compliance and Monitoring

5.1 CHEAD will annually review and update this Image Usage Policy to ensure ongoing compliance with legal requirements and best practices.

6.2. Employees and any other parties acting on behalf of CHEAD will be informed of and required to adhere to this Policy.

5.3 Any concerns, issues, or suspected infringements related to image usage should be reported promptly to the Director of Membership and Operations responsible for overseeing compliance with this Policy.