

# SHALLOWFORD PRESBYTERIAN CHURCH

## Image Use Policy (last updated 2/7/2024)

### Why Do We Need An Image Use Policy

One of the purposes of Shallowford's Communications Committee is to attend to both internal and external communication. In addition to substantial enhancements of graphics treatments, we have moved in to new forms of communication such as:

- *Sacred Space* magazine
- Video monitors in several locations around our campus
- Themed bulletin boards and posters
- External signage
- Press releases to area publications
- Social media postings
- church website (shallowford.org)

As we purposefully push beyond our immediate circle with communications efforts, it has become increasingly important that we consider the rights of privacy of individuals among us and that we protect our young people from any risk of hazard or exploitation. To that end, the session has approved the following.

The Communications Committee is charged with implementing the policy and is empowered to modify the implementation process, if needed, as we learn from our experiences and as possible new media forms emerge.

It should be noted that photography refers to any form of imagery – photos, videos, digital images, slides, audio recordings, etc.

### IMAGE USE POLICY

Adults (18+) will be offered the opportunity to notify the Communications Committee that they wish to opt-out if they do not wish their image published. "Image" would include photos, videos, digital images, slides and audio recordings. "Published" would include display of photos in *Sacred Space*, on video monitors, on bulletin boards, on external signage, in press releases submitted to area magazines and newspapers, social media, and shallowford.org. If an individual opts-out, every effort will be made to avoid capturing images of that individual. Periodically, the opportunity to opt-out will be announced to allow new members to let us know their wishes. The decision of adults to opt-out or opt-in (by doing nothing) will be considered a "permanent" decision.

For children (from birth until age 18), we request the parent or guardian of each child sign a release form granting permission for the use of their child's image. We will make every effort to avoid taking any photos of any child who is not covered by a release. The responsibility for securing signed releases will rest with leaders of the children's and youth groups. As new children join, leaders will need to be mindful of securing signed releases. Additionally, releases will be audited annually at the beginning of the program year to ensure our young people are properly protected.

The staff will maintain a database with the signed releases for children and opt-out forms for adults. The Communications Committee and staff will make every effort to check selected images against the database before publishing images.

We will not publish any images that might be embarrassing, objectionable or hurtful to anyone. We will gladly remove any image (to the degree possible) upon request. The church will regularly review content posted on its proprietary social media outlets. Materials that are, in the sole opinion of the church, objectionable shall be removed.

The Communications Committee will request volunteers take photographs for the use of SPC for publication by the church without restriction. Volunteer photographers will be given a copy of this image use policy and will be asked to follow it. Photographers may use photographs they have taken in a commercial manner only if they separately secure a release from the parties (adult or child) for that use.

In addition to this policy being posted on the church website, the following will be published periodically in the weekly bulletin and announcements:

"We love sharing our Shallowford story with others through photos and videos taken on this campus. If you do not wish for your image to be used in our story-telling, please contact the church office at (404) 321-1844 or [info@shallowford.org](mailto:info@shallowford.org). Parents, for a photo of your child to be used, please make sure to complete the Child/Youth Participation Form located at [shallowford.org](http://shallowford.org). Image Use Policy can be found on [shallowford.org](http://shallowford.org)."