

Reading Offshore Sailing Club

Use of Pictures and Images in Club Publications

1. About this policy

- 1.1. This policy explains precautions that should be taken when the Club wishes to use any images (see 2.1 & 2.2 below) in any Club publication including the official website (www.readingoffshore.org.uk), Newsletters and event flyers and advertising.
- 1.2. The purpose of this document is to provide guidance for the Committee and Club Officers on the steps that should be taken to avoid any risk of the Club exposing itself to prosecution or unplanned costs were it to use copyright images without the prior approval of the licence holder, images deemed illegal or images that could breach privacy laws.

2. Scope of Images

- 2.1. The Committee may wish to use images in the following publications:-
 - On the Clubs web site
 - In Club Newsletters
 - A Yearbook
 - On a Club created public platform such as WhatsApp or Facebook
 - In any communication to members
 - For external advertising purposes
 - To promote events both within and external to the Club
 - Training material
- 2.2. Images to be used may include:-
 - Photographs taken by a member of the club
 - Graphics or other images created by a member or the producer of a publication
 - Photographs copied or downloaded from the internet
 - Company logos obtained from any source
 - Images scanned from other documents

3. Photographs and Images taken or made by a Member

- 3.1. Any image or photograph taken must be considered the property of the person taking the picture or creating the image so it is important when the Club wishes to publish a picture taken by a Member that permission is granted for its use.
- 3.2. When a person joins the Club a generic permission to use images will be included on the application for membership form (See Appendix B). The extent and scope of such permission shall be made clear and the option to opt out given. The Membership Secretary shall keep a record of all Members membership forms and a list of all Members that have given permission for their images to be used.
- 3.3. Any Club official wishing to use a picture or image in any Club publication made by a Member who has not agreed at the time of joining shall request confirmation that the picture is owned

by the person submitting it and permission to use the image is given. Appendix A gives a suggested format for recording such permission.

- 3.4. Where the Club operates or manages an online service that allows Members to upload images themselves a warning must be provided to any member who has access to post warning them of the requirement of ensuring copyright images shall not be used. A generic agreement may be included at the time of joining (See Appendix B).
- 3.5. Where a picture contains an image of any Member or Members where such Member or Members are easily identifiable then the Membership Secretary shall be contacted to check a generic permission has been received for any identifiable person (See Appendix B). The Clubs Data Privacy document should be consulted to ensure the use of the image does not breach the general requirements of the Club.

4. Use of Images Obtained On Line or From an External Source

- 4.1. Images found online will fall into a number of categories:-
 - Those that state they are copyright
 - Those that state they are free to use in any situation
 - Those that state they are free to use but certain conditions or restrictions are stated (for example use for non commercial purposes or a requirement to provide an acknowledgement)
 - Those that give no specific guidance
- 4.2. Images that have a copyright shall not be used in any Club publication unless implicit permission has been granted by the copyright owner in writing. Such permission may be granted by way of payment of a fee and/or by agreement to use in a specified way. A copy of such permission shall be copied to the Honorary Secretary to be kept as a record.
- 4.3. Where a statement for the free use of an image is given a copy of the agreement shall be made and passed to the Honorary Secretary to be kept as a record.
- 4.4. Where it is specified that an image may be used in certain circumstances AND the Club is able to show it can meet these criteria a copy of the agreement shall be made and passed to the Honorary Secretary to be kept as a record.
- 4.5. Where an image is found that does not specify it is copyright or not it must be assumed that the image IS COPYRIGHT. If the Club wishes to use any such image contact with the organisation hosting the image shall be made with a request for clarification stating the purpose to which it will be used. Where it is confirmed an image may be used by the Club (with or without restrictions) a copy of the clarification shall be passed to the Honorary Secretary to be kept as a record.

5. Responsibilities

5.1. **The Commodore** will be responsible for:-

- Ensuring all Club Officers and Committee Members are aware of this policy

5.2. **The Honorary Secretary** will be responsible for:-

- Periodically reviewing this document to ensure it provides relevant guidance to all Officers and Committee Members
- Hold the list of all Members and their response to any generic permission or withheld permission
- Keep a record of any permissions to use a copyright image

5.3. **The Web Master** will be responsible for:-

- Ensuring all images used on the Club Website are being used in a legal way in accordance with this procedure.
- Provide a list of all images used detailing copyright status to the Secretary (See Appendix A)

5.4. **Newsletter Editor** will be responsible for:-

- Ensuring all images used in the Newsletter are being used in a legal way in accordance with this procedure.
- Provide a list of all images used detailing copyright status to the Secretary (See Appendix A)

5.5. **The Communications Officer** will be responsible for:-

- Ensuring all images used on any advertising or external publication are being used in a legal way in accordance with this procedure.
- Provide a list of all images used detailing copyright status to the Secretary (See Appendix A)

5.6. **The Membership Secretary** will be responsible for:-

- Managing the membership process at renewal and encourage ALL members to agree to specified declarations on an annual basis (See Appendix B).
- Maintain a list of all members who have declined to give specified permissions.
- Notify the Secretary and Commodore of any Member who fails to return a membership form in good time or who has declined to agree to any of the requested permissions (See Appendix B)

5.7. **All Committee Members and Officers of the Club** will be responsible for:-

- Ensuring all images they use for Club purposes are being used in a legal way in accordance with this procedure.
- Provide a list of all images used detailing copyright status to the Secretary (See Appendix A)

Appendix A - Suggested Image Usage Record Form

Image Description (Where available File Name)	Where Used	Image File Name in source document	Source of image (Where a website give URL)	Copyright Status	Permission to Use

Appendix B – Membership Declarations

- The Club may arrange for photographs or video to be taken of or at club activities and published on its website, in the Yearbook or on social media channels to promote the Club. If you consent to photos or other images of you being used by the Club in this way, please confirm here. **YES or NO**
- The Club wishes to encourage members to provide interesting photographs, videos or other media (hereafter “media”) to be used at club events, on its website, in the yearbook or on social media channels to promote the club. Should you provide the Club with such media, unless you notify the Club at the time of such supply of any restrictions, charges or other conditions that should apply, the Club will assume you know them to be Royalty Free or that you are the legal owner of such media and that you consent to the Club using the media as it feels fit. Please confirm your agreement to this requirement. **YES or NO**
- The Club has a WhatsApp Group called “ROSC – Get on the Water” to encourage general sailing chat between members and close friends of the Club. If you would like to be included in this group please confirm here. By responding "yes" to joining the WhatsApp Group then the mobile number from the contact details you provide will be added to the Group. (This assumes your agreement for the Club to use as detailed above any images that you own and that you assume responsibility that any image you post is not subject to copyright restrictions.) **YES or NO**