Image Policy

This policy governs the activities of those who create images of Somerville College and its community, whether those image creators be in the employ of the college, are commissioned providers or are private individuals requesting images for commercial or educational purposes. It also provides to those who are the subject of image content created by or for the college information about what they can expect in relation to images taken of them.

Definitions

- Image – still images from photography, or moving images from film/video
- Image creation – photography or filming/video recording
- Creators – photographers, videographers or filmmakers; staff, commissioned external agencies or private individuals.
- Staff – those employed by the college. This term is used to encompass those affiliated with the college, who are working with or alongside the college in its support or promotion, whether paid or unpaid.

Use of images by the college

Images are typically created or commissioned by the college for the purposes of publicity, engagement or archival record. Images will appear in a range of printed and online publications, and in various forms of social media. The college does not sell images to third parties; all images created or commissioned are for use by the college only. Some images may subsequently be transferred to the college archives for long-term retention, at which point they become subject to the archives' policies governing access, retention and use.

Image creation by staff

Images of the college or of college activities created by staff are the property of the college, and copyright rests with the college. This applies also to images created by those affiliated to the college during the course of supporting or promoting the college and its activities.

Staff and affiliated members who create images of the college in the course of their work, or in support or promotion of the college, must not post those images in their personal websites or social media accounts.

Facebook, WhatsApp and other social media groups, however loosely affiliated to the college (for example, alumni networks), are considered as college-affiliated functions, and it is permissible for those creating images for these groups to include those images in such social media locations. However, the application of sound data protection principles should also apply to such functions and sites, where images contain personal data (see the guidance below).

Image creation by commission

Commissioned photographers or filmmakers are required to sign a contract with the college. The clauses of the contract will uphold this policy and comply with the data protection, confidentiality, and copyright expectations of the college. The college's standard contract will apply in the absence of a contract from the photographer or filmmaker.

Image creation by third parties

Individuals who wish to create images of the college for commercial or educational purposes are required to contact the Communications team on communications@some.ox.ac.uk. There may be a charge for the support of image creation for these purposes. There will also be restrictions on access to specific parts of the college during certain periods of the year, for example filming or photography is not permitted in the library in term time, or in the Hall during meal times. No images of identifiable individuals should be created by third parties without the express permission of those individuals.

Individuals who wish to create images of the college for personal use are welcome to do so, but the college asks that the wishes of those who may be incidentally recorded be respected, and for this reason the college discourages the recording of identifiable individuals even when images are for personal use.

Ownership of images

Intellectual property rights, and therefore copyright, of images created by staff rests with the college.

Images taken of the college or of college activities by commissioned creators are the property of the creator unless rights are assigned to the college as part of the contract. Intellectual property rights, and therefore copyright, rest with the creator, unless transferred by contract.

Images containing personal data

All images containing living, identifiable individuals are processed (created, retained and shared) according to the college's data protection policy and privacy notice. The college upholds the rights of individuals in relation to the use of their data in images, and this policy emphasises the following in relation to specific rights:

For smaller image creation projects, the college

- obtains the consent of individuals before image creation takes place;
- records the consent in writing;
- where written consent is impractical, will seek consent verbally, and record consent as such.

For large gatherings where photography or filming is taking place, attendees are informed of the presence of a photographer or filmmaker through prominently placed notices and/or via written notice within the event listing. Individuals who do not wish to be featured in photography or filming are encouraged to make this known to the photographer.

The college supports the right of individuals to raise an objection about the use of their image, or to request the removal of their image. While the college will remove from electronic platforms images upon request, it is unable to remove images from printed publications.

Images of children

Where the college wishes to use images of children, it will obtain the consent of the parent or guardian, and photography or filming will only take place in the presence of the parent or guardian. The college will also respect the wishes of children who do not wish to be photographed.

This policy is jointly owned by the Communications Manager and the Data Protection Officer. It is reviewed annually.

Date of creation: 4 November 2026

Date for review: November 2027