

Online Photo/Video Use Policy	
Policy Number	COU-06
Replaces Previous Policy	<i>New</i>
Approval Date and Approving Body	
Version Date/Approval Date	
Next Review Date	
Related to Which Area of Church Business?	Council
Responsible/Reporting Committee	Council
Alignment with ILC Purpose and Guiding Principles:	<i>Our actions reflect our Faith.</i>

Purpose: The primary purpose of Immanuel Lutheran Church (ILC) is to carry on the mission and ministry of the congregation to Share God’s Gift of Love with All. The purpose of the Online Photo/Video Use Policy is to 1) respect privacy concerns of members and 2) provide guidelines so that everyone—staff and congregation—will know what guidelines we strive to uphold.

Background: Photos of congregation members bring our congregation website and publicity to life, providing a window into the vitality and friendliness of the community that gathers on Sunday and all through the week. This policy will have overall common-sense guidelines as well as specifics about opting out and protecting the safety of children.

Policy Statement: The online Photo/Video Use Policy, in coordination with the Youth Safety Policy, will guide Immanuel’s use of photos and videos online (on our website, blog, and social media sites) of parishioners and events at Immanuel Lutheran Church. The use of images is a privilege for us, and we intend to respect and honor it.

Procedures/Responsibilities:

Online Photo/Video General Guidelines

1. Photos/videos are almost always of people in public spaces, and/or at public events.
2. We will not knowingly post anything that would be embarrassing, objectionable or hurtful to anyone in the photo/video.

3. We do not identify children or youth by name in the photos/videos we post online. Adults may occasionally be identified unless an opt out form is on file.
4. If copyright for a photo/video is held by someone other than Immanuel Lutheran Church, we will receive permission to post it and gladly provide credit if desired.

Photo Removal Procedure

5. We will gladly remove any photo/video upon request. If you see a photo/video that includes you or your child and would like it removed from the site, please call 208-344-3011, and follow up with a written request or email for our records Office@ILCBoise.org. Please indicate the person or persons involved and the photo or video in question, and it will be promptly removed from the website or other display where it is found. The media in question may be edited and re-posted excluding or anonymizing the individual(s) in question.
6. We ask for your respect in return. Unless otherwise indicated, photographs and videos on our website, on a Immanuel Lutheran managed Facebook page, Instagram account, or any other authorized online account are the property of and are copyrighted by Immanuel Lutheran Church or have been used by permission and may not be used for any purpose (including but not limited to: downloading, printing, distributing, linking) without permission from Immanuel Lutheran Church or the original copyright holder.

General Social Media Policy

7. The purpose of this policy is to define the use of photographs and other recorded media at Immanuel Lutheran Church. This policy is faithful to the recommendations of the Evangelical Lutheran Church of America (ELCA), and may be revised without notice, subject to their recommendations.

Group or Crowd Photographs

8. Immanuel Lutheran Church reserves the right to take photographs or video recordings at worship services or any other church-related activities in which individuals are not prominently featured and no identifying information is presented, and to use any of these photos or recordings for fellowship or promotional purposes in media such as, but not limited to, brochures and flyers, the church website, Facebook/Instagram page, and online photo galleries without seeking or requiring the consent of each person represented.

9. In addition to any event or gathering taking place on church property, church-related activities also include gatherings at other locations such as parks, sporting events, mission sites, etc.
10. Any individual who objects to being photographed as part of an Immanuel Lutheran Church activity should notify a member of the clergy, event coordinator, and the photographer immediately upon arrival.
11. Any individual who sees himself/herself or a family member in a group photo online and would like it removed may follow the photo removal procedure above.

Adult individual or Small Group photographs

12. When adult individuals or a small group of individuals are photographed, whether posed or candid, consent to publish according to stated policies is assumed, unless we are otherwise notified. Adults names may appear in relation to the photograph.

Photographing Minors

13. When individual children under the age of 18 are photographed (except as part of a general group or crowd photo as outlined above), the following guidelines will be followed:

Under no circumstances will any identifying information (first or last name, family members, email addresses, school names, etc.) of anyone under 18 years of age be included in or associated with any photographs or videos displayed, posted or published in any way without permission. If a parent or guardian desires to include their child's name in a website/social media post, verbal consent, followed by written or emailed consent must be provided.
14. All events, activities, or programs, such as Messy Church, youth group, VBS, etc. will follow the above stated policies. The signing parent or guardian to “opt-out” of inclusion in any photographs or video recordings. Note that opting-out via an activity sign-up form will apply only to that activity, not as a “blanket” request (see “Opting-out” below).
15. Any event-related photos including minors must have already occurred. For example, a photo of a prior-year camping trip could be posted or published, while a photo of youth who are signed up for a future camping trip could not.

Opting-out: Visiting parents/guardians who do not wish for their child’s photo or video to be potentially posted online or otherwise displayed, regardless of the context, should complete the Opt Out form (attachment 1) or send a written note or email to the church office and Immanuel

Lutheran Church will make every effort to exclude the indicated minor from any individual or small group photography. Parents/Guardians who regularly attend should indicate on the most current **CHILD AND YOUTH PARTICIPATION AGREEMENT** their media and photo release preferences. Please note that children may still be included in general group or crowd photos without identifying information; however, you may always request that any photo be removed from display as per the Photo Removal Procedure. At our discretion, the group photograph will remain, with the designated child's face anonymized/blurred.

Change Notice

Immanuel Lutheran Church may change the content of this policy without notice, and it is recommended to review this and other church policies periodically. Current copies of this policy may be obtained at the church office or located online (after July 1, 2023) ilcboise.org.

Children's Online Privacy Protection Act of 1998 ("COPPA") protects certain personal information that a website collects from children under the age of 13. Personal information is defined as: (A) a first and last name; (B) a home or other physical address including street name and name of a city or town; (C) an e-mail address; (D) a telephone number; (E) a Social Security number; (F) any other identifier that the Federal Trade Commission determines permits the physical or online contacting of a specific individual; or (G) information concerning the child or the parents of that child that the website collects online from the child and combines with an identifier described in this paragraph. For more information, please see: Federal Trade Commission COPPA.

Attachment 1:

Opt-Out Form:

This Opt-Out form shall be in effect for one year from the signed date.

We understand that some people may choose not to have their photos used and we want to respect their wishes. Therefore, we have provided this “Opt Out Form” for those individuals or families who may prefer NOT to have photographs of themselves used by the church. **YOU NEED ONLY COMPLETE AND SUBMIT THE FORM BELOW IF YOU DO NOT WANT YOUR PHOTOGRAPH USED BY THE CHURCH.**

I prefer **NOT** to have Immanuel Lutheran Church release or have use of

_____’s image in any still photograph, videotape, television, or motion picture production that will be produced, used, or distributed by Immanuel Lutheran Church for church purposes.

Signature

Date

Please note all family members names included in the opt out:

1.

2.

3.

4.

5.

6.