Policy for the use of images and content for external communication

Adopted with Resolution n. 15/2021 dated November 2, 2021

Introduction

The websites, social network accounts and communication materials relating to initiatives or activities promoted by the Foundation and all its divisions must be clearly recognizable and fit in a coherent manner within the Foundation's communication system.

It is therefore critical, when designing content for websites/accounts/communication materials produced by FBK, to observe:

- the guidance contained in the **FBK Trademark User Manual**, in the **Guidelines for the use of the FBK Trademark** and in this Policy;
- the provisions contained in the Web Policy: new Center and Unit websites and creation of new FBK websites (projects, events);
- copyright and privacy rules;
- the principles of usability and regulations on accessibility for websites;
- integration with institutional websites and other FBK online and offline communication platforms.

Below are the main elements to be taken into account when using images and audio and video materials and in online and offline communication productions.

1. Photographic and audio-video materials

1.1 When using photographic and audiovisual materials, it is recommended to comply with regulations on copyright and it is advisable to avoid using images with no documented copyright license. Where appropriate, release forms must also be signed[1].

1.2 FBK owns and makes available to all staff a photographic archive available on Google Drive which collects high-definition images of people, activities and buildings created by professionals. The images can be used on different media (web and printed materials), but always in compliance with the rules indicated in the document "Terms and conditions for use of images from the FBK photographic archive" present in the communication KIT. If images suitable for use are available, shots from **this archive, that can be found in the communication kit**, should be preferred. The Communication Kit includes numerous customized templates for **FBK Corporate** communication (e.g. posters and flyers for events, presentations) and for the communication of the **individual Research Centers** that contain predefined images in line with the provisions of this policy.

1.3 in special cases, for initiatives deemed particularly strategic, purchasing paid images might be considered as an option. In this case, the website content manager will discuss the

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[1]See art. 96 and 97 of Law no. 633/1941 on Copyright

methods for purchasing these images with the Digital Communication and Big Events Unit. The request should be submitted to comunicazione@fbk.eu specifying the use, purpose and subject of interest. The request will be examined by the Head of the DCBE Unit who, when necessity is not clear, will consult with the Secretary General. The costs of the purchased license, if licenses already available at the DCBE Unit are not used, will be charged to the budget of the internal applicant.

1.4 When using images provided free of charge to FBK by third-party authors (e.g. conference speakers, employees, collaborators, interns or others who create material in the context of FBK projects or activities, photographic services commissioned by other bodies on common activities) any deeds/contracts of sale or release forms must be obtained and filed (for example release forms authorizing the publication on the institutional website of conference or seminar presentations). In these documents, it will be important to include the following clauses: a) non-contestation in favor of FBK (whoever supplies the images guarantees that the copyrights of third parties are not being infringed); b) indemnification from any exposure to complaints relating to copyright.

1.5 Any images, taken by staff of the Foundation while on duty and without artistic content, can be freely used by the Foundation, taking care to mention the name of the author, date and year in the credits.

1.6 For any request relating to **video or audio archives** or **new audio-video creations** , please contact the Digital Communication and Big Events Unit, by sending an email to comunicazione@fbk.eu, well in advance with respect to the date by which the production is needed.

2. Web content

2.1 Content manager
Websites must clearly indicate:
- name of the content manager
- contact details (organizational structure - telephone - e-mail address)

The content manager shall guarantee that all information, images, messages, videos or other materials published on the website comply with copyright and regulations in force.
The Heads of the organizational structures as identified in the Organizational Regulations shall appoint content managers for the websites of each structure and update the list in the event of replacements. The above list shall be released on a yearly basis and otherwise upon request.

Website content managers (as per point 2.2) shall periodically check posted images, old ones in particular, and remove those images for which no prove of their image release or license for use exists. The content manager shall also file and store all documents attesting to the right to use the images.

Disclaimer

In each website, publication, published materials, the following disclaimers shall appear by the name of the Content Manager: "*The use of content covered by intellectual property is carried out in compliance with articles 2, 21, 33 of the Constitution and art. 70 of the copyright law*". In the event of institutional activities or activities funded, even if partially, by the Planning Agreement with the Autonomous Province of Trento, the following disclaimer shall appear as well: "*This publication was produced with the support of the Autonomous Province of Trento".*

Training and support
In order to provide support and guidance for the correct implementation of these policies, specific training sessions will be offered on the FBK Academy platform.

References
- Web Policy: new Center and Unit websites and creation of new FBK websites (projects, events);
- FBK photographic archive.