

Image and Film Procedure

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This procedure is designed to ensure that Omega 365 shares images and films with proper consent, respecting individual privacy, and complying with GDPR regulations.

It is the responsibility of the person performing the act of sharing images and films in corporate channels for Omega 365 to ensure that these steps are considered and followed.

Legality, appropriateness, and brand alignment

Legality: Ensure the images comply with all applicable laws and regulation.

Appropriateness: Choose images that align with the company's values and brand image.

Sensitivity: Avoid sharing images that may be sensitive or offensive.

Privacy: Respect individuals' privacy rights and refrain from publishing images without proper consent.

Copyright: Ensure that the images used are either created by the company or obtained with proper authorization.

Accuracy: Verify the accuracy and authenticity of the images to prevent misrepresentation or misleading content.

Transparency: Be transparent with any image manipulation or edits.

Interests: weigh up the purpose of publication against individual privacy interests.

Image type and consent

Images or films of individuals

For images where specific individuals are the main subjects (portraits), consent must be obtained before publishing them online or sharing with others, even in closed groups. Consent is required during the individual's lifetime and 15 years after their death. The same applies to films or videos, whether you took the images yourself or are forwarding them.

Obtain consent from legal guardians for images of children or individuals unable to provide valid consent.

Situational images or films

Situational pictures focus on activities or events rather than specific individuals. Such images can be published publicly without consent if they depict gatherings or events of general interest. However, consider GDPR regulations if individuals are recognizable.

To avoid potential conflicts and uncertainties about image type (situational or a portrait), always aim to seek consent before sharing images or films.

Guidance

If ever in doubt, don't hesitate to consult Omega 365's Corporate Communications Manager for guidance and assistance.

Evaluation

Ongoing evaluations of this procedure will be conducted, with formal reviews by the Corporate Communications Manager on an annual basis.

Distribution

This procedure is available to all employees in employee handbooks and is distributed to all employees via the company intranet annually.