

Policy: Use of University Name and Logo

Policy Title	Use of University Name and Logo
Policy ID	2024_Name_Logo-v1-Po
Effective Date	2024/06/2024
Responsible Office	President's Office
Responsible Executive(s)	Graphic Design office, students, employees

Introduction

American University of Malta recognizes that the use of its logo, images, and name fosters a sense of pride and collective identity within the university community and outside.

The university logo, images, and name cannot be used in a manner that implies a preference for or endorsement of private businesses and non-university organizations and must be used in such a way that the university's reputation and image are protected.

Therefore, the university has adopted the policy applicable to the use of university logo, images, and name.

1. Ownership and Approval for Usage

1.1 The university's official institutional name, logo, symbols, images, photographs, and other identifying marks are trademarks, service marks, or other forms of intellectual property (collectively, "marks") are owned by Sadeen Education Ltd as the legal entity registered in Malta.

1.2 University marks may not be used by non-university entities, or in connection with non-university products or services, without institutional approval. For use of marks on non-commercial but external items, such as non-university websites, publications, etc., approvals are granted by AUM President's office. No other department, unit, employee, or student at the university is authorized to approve or consent to the use of university marks by a non-university entity.

1.3 Once approved, the use of university marks by a non-university entity must comply with the university's licensing policy and usage design specifications and/or the university's brand and visual identity guidelines.

1.4 No department, unit, employee, or student of the university shall use or develop any variations of university marks without prior written authorization from AUM President's Office. That office reserves the right to institute a review process for such uses to ensure adherence to these policies.

1.5 All depictions of university trademarks, and of all their variations or revisions, must conform to established design specifications.

1.6 Failure to secure written approval may result in rejection by the university of items purchased that bear unapproved marks, the forfeiture of any advertising/licensing revenue deriving from the use of unapproved marks by third parties.

2. Internal Use of Marks

2.1 University departments, administrative units, and student organizations may use the university's marks (including logo and images) on internal publications and other non-commercial items (i.e., posters, books, slides, university websites, etc.) as long as the use conforms to established design specifications.

2.2 University departments, administrative units, and student organizations may use the university's trademarks (including logo and images) on external publications that are non-commercial in nature, only after securing permission from the university. In these instances, the use must conform to established design specifications, such as:

- i. The use of a university mark to denote the university's participation in a collaborative research project.
- ii. The use of a university trademark in a program for an academic, research or cultural event at which a faculty member will be representing the university.
- iii. The use of university marks in social media (e.g., Facebook, Twitter, etc.).

2.3 University students and employees may not individually use university marks or their affiliation with the university in any manner which suggests or implies university support or endorsement of any company, product, service, political activity, etc

2.4 Students and employees may use the university name in making a true and accurate statement of his/hr relationship with, or employment by American University of Malta.

2.5 University students and employees should not use university letterhead bearing university marks to conduct personal business

Policy: Photography and Videography Policy

Procedure Title	Photography and Videography Policy
Procedure ID	2023.1-v1-QA_Pr
Effective Date	28 August 2023
Responsible Office	Graphic Design office
Responsible Executive(s)	All units

Purpose and Scope

This policy outlines the guidelines and procedures for conducting photography and videography activities for university-related content, events, and marketing materials in

accordance with the European Union (EU) regulations. The policy covers the responsible use of visual media while respecting individuals' rights to privacy and data protection.

Compliance with EU Regulations

All photography and videography activities conducted by or on behalf of the university must adhere to the General Data Protection Regulation (GDPR) and other relevant EU data protection laws. This includes obtaining appropriate consent from individuals whose personal data may be captured during such activities.

Obtaining Consent

Informed Consent: Prior to capturing images or videos featuring individuals, the university must obtain informed and written consent from them. Individuals must be fully aware of the purpose of the photography or videography, how the content will be used, and their rights concerning their personal data.

Consent Forms: The university will use specific consent forms for photography and videography, clearly stating the purpose, potential uses, and duration of use for the captured content. Consent forms will be easily understandable and available and explained if something is not clear.

Revocable Consent: Individuals must be informed that they can withdraw their consent at any time. Procedures for withdrawal of consent will be clearly communicated.

Exceptions: In cases where obtaining consent is impractical or not possible (e.g., large public events), efforts will still be made to inform individuals of potential photography/videography and their rights through visible signage or announcements in any type of media presented for the relevant event/s.

Data Protection

Data Minimization: Photography and videography activities should only capture information necessary for the intended purpose. Unnecessary capturing of personal data should be avoided.

Anonymization: When feasible, personal data should be anonymized or pseudonymized before use in university materials to protect individuals' privacy.

Storage and Retention: Captured visual content will be stored securely, with access restricted to authorized personnel only. Content will be retained only for the duration necessary to fulfill the intended purpose, and proper data disposal methods will be employed.

Sensitive Content

Sensitive Data: The university will exercise extra caution when capturing and using images or videos of individuals who may be considered vulnerable or part of sensitive groups, such as minors, disabled individuals, or any group with special protection needs.

Photography and Videography standards

Professionalism: Photography and videography activities should be conducted with professionalism and respect for the subjects and the university's reputation.

Location and Time: Photography and videography should be conducted in designated areas and during appropriate hours to minimize disruption and ensure safety.

Consent Notification: Where appropriate, clear notices indicating that photography/videography is taking place for university purposes will be displayed or advised via email.

Communication and Education

Awareness: All university staff, contractors, and volunteers involved in photography and videography activities will be educated about the university's policy, GDPR, and data protection practices.

By adhering to this policy, AUM aims to maintain respect for individuals' privacy while effectively utilizing visual content for only educational and promotional purposes.