

BERKELEY COLLEGE Blackboard Photo Policy

Purpose

Blackboard®¹ is a proprietary learning management system licensed and maintained by the College for use by its authorized students, faculty and staff. Each student may be afforded an opportunity to upload a photograph of herself/himself to Blackboard for identification purposes. This Policy articulates the requirements governing the uploading of student photos to Blackboard.

Scope

This Policy applies to all students who upload photos of themselves to Blackboard for identification purposes, and all associates with related roles or responsibilities.

I. REQUIREMENTS FOR PHOTOGRAPHS

A. Photos

Photos uploaded to Blackboard for student identification must meet the following requirements, which shall be displayed on Blackboard in the form of instructions for uploading student photographs:

- (1) Students may use existing digital photos or scanned pictures of themselves. Acceptable file formats include JPG and GIF.
- (2) The student's face must be easily recognizable in the photo and must occupy at least 50 percent of the image.
- (3) The photo must depict the student, and only the student. Students shall not be permitted to upload images of their children, pets, or other people.
- (4) The photo must be properly focused and not appear artsy, blurry, fuzzy, or grainy.
- (5) The photo must be free from provocative, political, obscene, disparaging or otherwise inappropriate verbal and/or nonverbal messages.
- (6) The photo must belong solely to the student and may not infringe on a third party's copyright. By uploading photos to Blackboard, students shall acknowledge sole responsibility for any such infringement.
- (7) The photo must not promote any products or services or be commercial in nature.

B. Instructions

Instructions provided on Blackboard must include the following language, or equivalent language approved by the Office of Institutional Compliance and College management:

By uploading your photo, you grant Berkeley College a non-exclusive, perpetual, global, royalty-free license to reproduce, adapt, distribute and publicly display the photo, and you rescind any previous instructions to the contrary you may have given under the FERPA policy or otherwise; you acknowledge and accept all of the requirements listed above and in applicable College policies, including the Social

¹ Blackboard® is a registered trademark of Blackboard Inc., which is not affiliated with Berkeley College.

Media, Equal Opportunity and Copyright policies; and you agree to remove the photo immediately at the request of the College.

II. ENFORCEMENT

The College reserves the right to require the removal of any photograph that fails to meet the requirements of this Policy. Students who upload photos in violation of this policy shall be subject to disciplinary action.