



Policy Name:	Student Image
Effective Date:	April 13, 2016
Last Revision Date:	N/A
Last Review Date:	December 9, 2021
Approving Authority:	Northwest Leadership Team
Responsible Office:	University Marketing and Communication
Category:	Student Affairs

Purpose

From time-to-time the University may take photographs and/or videos of events or locations on campus and students may be included in some photographs and videos taken by the University. The purpose of this Policy is to provide information to students regarding photographs and videos taken by the University in which they may be included.

Policy

Northwest takes photographs and videos of the campus throughout the year, which also includes students in the photographs and videos. These images and/or videos often include students in classrooms, labs, residence halls, athletic events, and during other University activities. Northwest reserves the right to use these photographs and videos in the promotion of the University. Students who enroll at Northwest do so with the understanding that photographs and videotapes may be taken which would include them and which may be used in University publications, newspapers, and other media for promotional purposes including advertising and marketing. Names of students may also be released to the press regarding student involvement in academic and extracurricular activities.

Students who do not want the University to use their image or likeness must contact Registrar's Office to provide a written notification of intent to opt-out and to not participate in or be included in University promotional material. If a student opts-out, the University will undertake its best efforts to not use images or the likeness of the student.