



Policy for the Responsible Use of Animal Images Effective from 10/02/20

1. Purpose

Individuals conducting animal based activities for the University are representatives of Newcastle University (NU) and are responsible for informing public opinion on the humane and ethical treatment of animals in science and in particular at our establishment. This policy has been developed to assist anyone involved in animal work, who wish to use visual images of animals or their tissues and reduce the risk of the subsequent misrepresentation of images and/or audio-visual materials.

2. What is covered by the policy?

This policy applies to all university activities involving the taking and use of animal images, both still and moving. This includes (but not limited to): presentations in scientific journals or at scientific meetings; recorded material for instructional or data collection purposes; images uploaded to web pages and, printed material in articles, grant submissions, and publications.

Visual images are of particular concern because they can be edited, altered, copied, reused, misused or misrepresented by unauthorised personnel which can be damaging to an individual member of staff, their safety, work and reputation, as well as damaging to the reputation of the University. Images posted to websites or social media are of particular concern since duplication and further dissemination cannot be controlled.

3. Who does the policy apply to?

This policy applies to all University staff members and students involved in activities concerning animals, all collaborating researchers, contractors and all other visitors to University animal facilities. It also applies to those individuals representing the University at establishments other than those belonging to the University.

4. Roles and responsibilities

This policy identifies a number of key responsibilities and roles: those exercised by the individuals' conducting animal related activities; the Principal Investigator, Module leaders, the school management and heads of units, the Animal Welfare and Ethical Review Board, the Press Office, those involved in publicising and promoting university activities and programmes, and the Registrar.

5. Policy

Visual imaging involving animals at Newcastle University are restricted to the following purposes:

- Research conducted with approval from the University's Animal Welfare and Ethical Review Board (AWERB). It should be noted that observing of animals, even remotely, requires ethical approval from the AWERB.
- Educational and instructional programmes of the University (including outreach programmes such as recruitment brochures).
- Documentation by the University administration of activities carried out as part of the Animal Use Programme.
- The welfare assessment of animals in animal units by the trained animal care team.
- Official University endorsed images provided for the use of promotional and/or media purposes.

The restrictions for images of research animals obtained by any means includes, but is not limited to, those taken with a mobile phone, camera, webcam, video camera, scanner, imaging device (e.g. Thermal camera, Depth perception camera etc.), and any other similar or future device.

We actively encourage the considered use of animal images for the following professional purposes, without formal review and approval:

- Scientific meeting presentations (if the meeting is not open to the general public)
- Professional grant review groups
- Professional educational programmes where a University staff member explicitly monitors and approves the content of the programme.
- In-house workshops and seminars presented by and for University staff and students.
- Collaborative research with other institutions
- Publicising research through official University channels and working with Newcastle University Press Office and/or marketing team, who will ensure advance notification to relevant parties (i.e. security, licence holder).

When images are used for these purposes, the corresponding author is responsible for the content and ramifications that may result from publication of animal images. Images must be thoroughly evaluated for the depiction of any aspect of research that might be offensive to, or misconstrued by, some members of the public. When in doubt, contact the AWERB for advice, if uncertain whether an images or video you would like to submit might incur an adverse outcome.

In all other circumstances, animal images should not be released outside Newcastle University without review and approval from the University's Press Office. In particular, no filming or photography of research animals by the news media may take place without prior approval and guidance from the University Press Office in consultation with AWERB. If approached directly by the news media, staff and students should contact the unit management and the University Press Office for advice and for information.

When authorised images of animals are used, they should demonstrate the high standards we uphold:

- Clean, well maintained surroundings i.e. clean cages/pens/tanks/no defects etc.
- Water bottles, if present, should be full and visible in the image
- Feed bowls/hoppers should be clean with feed clearly visible
- If substrate is used it should be as clean as possible and appropriate to the species involved.

If there is justification for images of animals that are visibly ill or that have visible lesions, the investigator/researcher should carefully consider how the images might be interpreted or misrepresented if obtained by a member of the public. If possible, the image should be limited to the area of interest on the animal, with the remainder of the animal not represented in the image.

All regulations and codes of practice must be followed, in accordance with industry and University best practice, such as appropriate handling and restraint for the species used during the imaging process and visible in the final images. All personnel in the image must wear appropriate personal protective clothing and equipment, keeping the species of animal and procedure demonstrated in mind. Any personnel identifiable in the image, should provide permission for the use of the image. Pay close attention to the background items such as the investigators name and contact details on cage cards, ID badges, identifying features on signage, etc. Consideration should be given to the possibility that individuals could be targeted by animal rights activists. Permission from individuals clearly visible in the image should be sought before the image is used.

Images, whether electronic or hard copy, should always be stored in a secure location. Where appropriate staff should avoid storing images on their personal devices, if necessary, to do this, images should be removed from personal devices promptly and a copy is stored in a secure location.

The posting of any animal images on a publicly accessible website will be considered the release of an image and is subject to the provisions above. Posting of any information regarding animal use at the University on any social media sites (Facebook, Twitter, Snapchat, etc.) is also considered the release of an image and is subject to the provisions outlined above.

All University staff have a responsibility to ensure that action is taken if they suspect images of animals are being taken without the appropriate authority and should stop the images being taken immediately and report the incident to AWERB.

Newcastle University Students –Responsibilities

University students attending a teaching practical in animal areas are not permitted to capture images of the animals or facilities without the appropriate permission to do so from their Supervisor and the Head of Unit. Any use of these images must be discussed and awarded permission for dissemination from the Supervisor and Head of Unit and this must be recorded.

This includes, but is not exclusive to, presentations, social media, projects, posters etc.

Any queries as to whether permission is needed should be referred to AWERB/Newcastle University Press Office.

Non-University staff involved in animal research

Visiting collaborating researchers are subject to the provisions of this policy and it is the responsibility of the University staff member (Principle Investigator) leading the research, to ensure that collaborators comply with the provisions set out in this policy.

External students visiting or gaining experience through working on research projects or commercial agricultural work, are also subject to the same conditions and again, the Principle Investigator or work experience organiser is responsible for ensuring that visiting students comply with this policy.

If visiting students are required to produce material (e.g. project reports, presentations) to their institution detailing the work they have been involved in at the University, they must submit the material for review and approval by the animal unit manager. The unit manager may subsequently consult the AWERB and or Press Office, if deemed necessary. A signed agreement between Newcastle University and the visiting student's institution or "Visitor's Contract" must be in place to ensure this is understood and agreed before the student placement begins.

Staff authorized to carry imaging equipment/devices

To enable animal health and welfare issues to be quickly resolved, those members of staff responsible for the care and welfare of research animals may require the ability to capture images for diagnostic purposes. Staff including: Animal care staff, Named Animal Care and Welfare Officers, Senior Technical staff and Named Veterinary Surgeons are therefore authorised to carry devices and capture images specifically for this purpose. Where University owned devices, used for this purpose (iPads, etc.) are used, staff and students are not permitted to remove these devices from the animal units to which they belong. Authorisation to take these images on welfare grounds does not permit the dissemination of these images outside of normal university channels. Staff are not permitted to upload images to social media without permission of the Head of Unit with reference to the Press Office, where appropriate.

Non-Research Activities

Uploading images to University web-pages

Any images to be uploaded to publicly accessible web pages must be authorised by the relevant School Management, in conjunction with their marketing team and or the University Press Office.

Commercial activities on the University farms

There are to be no images taken of the farm animals or facilities without express permission of the Farms' Director.

External visitors and contractors

A member of University staff, who will be responsible for monitoring activity during the visit and preventing unauthorised images from being taken, should accompany all visitors to animal units. All contractors that must enter animal facilities to service or repair equipment are to surrender any devices capable of capturing images upon arrival, where possible. If it is necessary for the contractor to be left alone to work at any point, they will be issued with a communications device (e.g. Walkie Talkie) for safety.

6. Related regulations, statutes and policies

Newcastle University codes of practice related to research data management.

<https://newcastle.sharepoint.com/hub/res/Pages/code.htm.aspx>

<https://www.ncl.ac.uk/media/wwwnclacuk/research/files/ResearchDataManagementPolicy.pdf>

https://newcastle.sharepoint.com/hub/sp/Documents/secure_committee_docs/Document%20Z%20-%20Research%20Data%20Management%20Policy%20Principles%20Code%20of%20Good%20Practice.pdf#search=Policies%20and%20Codes%20of%20practice

<https://newcastle.sharepoint.com/docs/Information%20Data%20and%20IT%20Policies/Records%20Management%20Policy%20Jan%202019.pdf#search=Policies%20and%20Codes%20of%20practice>

7. Procedure to implement the policy

The use of animal images and the context in which the images are to be used, should be given careful consideration in advance of their use. It is acknowledged that the majority of animal images will be low risk and subsequent decisions about their use straightforward, however, some images will require greater consideration before release.

In considering whether or not to use an image for a specific use, the individual wishing to use the image should refer to the main body of this document to assess the potential risk level. When an image is considered "low risk", the decision about its use can be made at a School/Institution level in coordination with their marketing teams, where appropriate. Where there is any doubt, the image should be referred for assessment and to gain permission to AWERB, who may liaise with the University Press Office.

8. Monitoring and reporting on compliance

What monitoring will be undertaken to determine how effectively the policy is implemented and where any results will be reported?

What will be monitored?	Frequency	Method	Who by	Reported to
AWERB ethical approval forms	As required	Review		
Study Plans	As required	Review		
Project Licence protocols	As required	Review		

9. Failure to comply

Failure to comply by staff or students may be treated as a disciplinary offence. Failure to comply by external visitors or contractors may result in the loss of access and termination of contracts.

Document control information		
Does this replace another policy? No		
Approval		
Approved by:		Date:
Effective from:		
Review due – every five years or shorter period:		
Responsibilities		
Executive sponsor:		Registrar
Policy owner: (This maybe an officer or Committee)		Registrar
Person(s) responsible for compliance:		Staff in CBC
Consultation		
Version	Body consulted	Date
Version 1	Press Office, Chair AWERB, staff in CBC	2019
Equality, Diversity and Inclusion Analysis:		
Does the policy have the potential to impact on people in a different way because of their protected characteristics? Yes / No/ Unsure		
If yes or unsure please consult the Diversity Team in People Services for guidance		
Initial assessment by: John Hogan		Date: 21/1/20
Key changes made as a result of Equality, Diversity and Inclusion Analysis		
Document location		
<i>(eg www.ncl.ac.uk/ XXXXX etc)</i>		