

Hillsong Communications Policy



Date: 4th December 2018
Updated: 22nd October 2020

Introduction

This Policy describes the rules and procedures governing Hillsong Church London (“Hillsong”) communications. It applies to all Employees and Volunteers (both herein referred to as the “Individual”) involved in the preparation, management and execution of any external communications for Hillsong.

This policy should be read alongside other key policies, including but not limited to the Hillsong Privacy Policy and the Hillsong Social Media Policy.

The Hillsong Communications Department

Individual compliance to this Policy is overseen by the Hillsong Communications Department (“Comms Department”).

All communications must be pre-approved by the Comms Department.

No external communications can be sent by the Comms Department to promote any third party and/or third party event / product / service without the prior consent of Adam Spies or a member of the Executive.

Any actual or potential conflict of interest of an Individual in the Comms Department must be fully disclosed in writing to the Head of Communications and to the Legal Department.

Hillsong Guidelines

Hillsong name / logo

The Hillsong name and/or logo cannot be used by any third-party, including by Individuals acting outside of their capacity with Hillsong, without the explicit prior consent of Hillsong Church Inc (“Hillsong Global”).

The Hillsong logo cannot be adapted, altered or added to in any way without prior authorisation of Hillsong Global.

Partnerships

No significant commercial or strategic partnerships with any third party can be made without the explicit prior consent of Hillsong Global.

Responding to Enquiries / Requests for Comments

No Individual other than Gary Clarke or Cathy Clarke, is permitted to respond to any enquiry / request for comment, from a newspaper, TV and/or radio station, or journalist/reporter, nor express an opinion on behalf of Hillsong.

Where such an enquiry is made by phone or in person, the receiver of the request must simply ask for contact details to pass to the appropriate department.

Any such letter, email or request via social media, must not be acknowledged and should be immediately forwarded to the office of Gary Clarke or Cathy Clarke, so that they may respond as deemed appropriate.

The above guidelines relate to any enquiry that relates to Hillsong UK, any church event, any other Hillsong church, or Hillsong staff.

General Legal Guidelines

Copyright

At no time will the Comms Department:

- Use photographs without the correct permissions. Licensing terms must be carefully checked prior to use, including those on 'Royalty Free' Image websites.
- Use music without the correct permissions and/or licence.
- Copy existing work – there is a fine line between copying and inspiration. Careful consideration must be given to how a work may compare to the 'inspiration.' Where significant similarities exist, the work and inspiration must be presented and final approval given by the Legal Department.

The unauthorised use or reproduction of copyrighted works (including image, text-based, musical, dramatic, artistic, literary and typographical works) will not result in an infringement of copyright under certain exemptions, including (but not limited to):

- Non-commercial research and private study
- Criticism, review and reporting current events
- Teaching
- Parody, caricature and pastiche (to the extent that it is fair dealing)
- Fair dealing.

Where the Comms Department is unclear as to whether use of a work requires permission, advice from the Legal Department should be obtained prior to such use.

Trade Marks

At no time will the Comms Department use the registered trade mark and/or branding of a third party without the prior consent of the trade mark owner.

Where consent is given, for example in the form of a licence, specific adherence must be given to the terms of the licence (including the period of time and the scope of the licence) and any licence must be approved by the Legal Department.

Examples of possible trade mark infringement:

- Creating a logo that is similar to a well known registered trade mark
- Using a brand / logo for promotion without permission
- Using a celebrity name / image for promotion without permission.

Photography / Filming

When using photography / filming ("Images") for any form of promotion or communication, consider the above Copyright and Trademark issues.

The Hillsong Photography Consent Deed must be completed for every individual appearing in any Image. This deed must include parental consent where any individual is under 16 years of age.

Written consent must also be obtained from the creator of the Images, unless the creator is a member of Hillsong staff.

Photography / filming can only take place on private property with permission.

Locations where photography / filming is prohibited include:

- Airports
- Certain iconic buildings
- Many galleries / museums
- Shopping malls
- Government buildings.

Data Protection

For marketing purposes, data protection laws impact the following three areas:

1. Data Permission

Data permission deals with how opt-in's are managed.

Consent must be:

- Freely given
- Specific
- Informed
- Unambiguous
- A clear affirmative action

Individuals may only be contacted for marketing / promotional purposes where they have given Hillsong specific consent to do so.

Contact must only be made by the exact method to which the individual has agreed to be contacted, eg email, SMS, phone call.

Consent cannot be gained by pre-ticked boxes, by inclusion in terms and conditions or by mere registration at previous events.

Where communications opt-in boxes are present on Brushfire event registrations, separate consents must be given for:

- Future emails regarding that specific event; and
- Future emails regarding Hillsong Conference, Colour Conference and other Hillsong events.

Where personal information is collected online or a Hillsong email address is provided for contact purposes, the relevant Collection / Privacy Notice must be included:

*The information you provide will be used strictly for contacting you in accordance with your request. All information is held in accordance with the Hillsong Privacy Policy (hillsong.com/privacy). **The information you provide will be stored electronically for 30 / 60 days and then deleted. (Delete last sentence where information will be retained in accordance with the Data Retention Schedule).***

Or

When you contact us by email, your personal details will be used strictly for contacting you in accordance with your request. All information is held in accordance with the Hillsong Privacy Policy (hillsong.com/privacy).

2. Data Access

Individuals have the right to change their consent preferences – unsubscribe and subscription management links must be present on every email sent.

Individuals have the ‘right to be forgotten’ – contact details for the Hillsong Data Protection Office must be present on every email sent.

3. Data Focus

The personal information collected must be necessary. Where information is requested there must be a specific reason.

Email

Emails must be in the form of one of the pre-approved Hillsong email templates.

Communication can be made before and/or during an event for which an individual has registered, where the communication relates specifically to their registration / attendance at that event.

Follow up emails, including those sent during an event, designed in any way to promote or market a subsequent or different event may only be sent out to people who have opted-in to receive communications, either in MyHillsong or by consenting to receive future emails about the event during the registration process.

Follow up emails programmed through Brushfire must adhere to the above requirements.

Where an email is to be sent post-event but is deemed to be allowed due to relevance to that event, approval must first be given by the Legal Department.

Emails cannot request or promote the forwarding of the email to the receiver’s contacts.

Email Footers

The Hillsong email templates will include footers that contain:

- © Hillsong Church London. All rights reserved.
- Specific details as to why the person is receiving the email (eg, *You are receiving this email because you opted in via your MyHillsong account. OR You are receiving this email because you requested email communications while registering for XYZ event*)
- *Hillsong Church London is a not-for-profit company limited by guarantee and registered in England and Wales.*
- *Company No: 05487537. Charity No: 1120355.*
- *Registered office address: 425 New Kings Road, London, SW6 4RN*

Emails from Hillsong employee email accounts must include the following footer:

Hillsong Church London is a not-for-profit company limited by guarantee and registered in England and Wales. Company No: 05487537. Charity No: 1120355.

Registered office: 425 New Kings Road, London, SW6 4RN

Email confidentiality notice: This message is private and confidential. If you have received this message in error, please notify us and remove it from your system. If you are not the intended recipient, you must not copy, distribute or take any action in reference to it. Any such action may be unlawful.

Emails from Hillsong volunteer email accounts must include the following footer:

Hillsong Church London is a not-for-profit company limited by guarantee and registered in England and Wales. Company No: 05487537. Charity No: 1120355.

Registered office: 425 New Kings Road, London, SW6 4RN

Email confidentiality notice: Any views or opinions expressed are solely those of the author and do not necessarily represent those of Hillsong. This message is private and confidential. If you have received this message in error, please notify us and remove it from your system. If you are not the intended recipient, you must not copy, distribute or take any action in reference to it. Any such action may be unlawful.

Legitimate Interests

There are limited circumstances where emails may be sent where no consent has been obtained, to persons in regular contact with Hillsong. Prior permission from the Legal Department is required for any such email.

Contact Lists / Databases

The Comms Department are responsible for the management and maintenance off all Hillsong Databases. No other contact list / database may be created by any team, department or individual for the purpose of sending communications on behalf of Hillsong or from a Hillsong email address.

The primary database through which consent to be contacted is obtained and recorded is the MyHillsong database.

Additional communications consents may be obtained with the approval of the Comms Department and must be operated via the MailChimp account managed by the Comms Department. Emails cannot be sent on behalf of Hillsong or to people who have consented to being contacted by Hillsong via any other MailChimp account or without the knowledge of the Comms Department.

Personal information stored in contact lists / databases must be deleted when consent is withdrawn or when it is no longer required and in accordance with the Hillsong Data Retention Schedule.

Websites

The Comms Department is responsible for overseeing UK compliance on the Hillsong.com/UK website.

The Hillsong Guidelines and the General Legal Guidelines above apply to any content included on the Hillsong.com/UK website.

New domain names and/or hosted servers cannot be purchased without the prior approval Adam Spies.

Approved new domain names must be purchased and managed by the Hillsong IT Manager and can under no circumstances be purchased by an Individual.

The Hillsong name and/or logo cannot be used on any website without prior approval of Adam Spies or Hillsong Global.

Apps

The Hillsong Guidelines and the General Legal Guidelines above apply to any content included on any app created and/or managed by Hillsong Church London.

No apps can use the Hillsong name and/or logo without prior approval by Adam Spies or Hillsong Global.

No apps can in any way suggest an affiliation with Hillsong without prior approval by Adam Spies or Hillsong Global.

Any third party apps used by Hillsong must first be approved by Adam Spies and relevant agreements signed by the Legal Department.

Any third party apps promoted and/or recommended by Hillsong must first be approved by the Legal Department.

Policy Enforcement

It is the responsibility of the Individual to understand legal requirements of how and what is communicated by Hillsong. In the case of uncertainty, the Individual should immediately seek guidance from the Legal Department. Knowingly or negligently breaching this policy is a serious matter. Individuals who do so may be subject to disciplinary action, and may be held personally liable for violating this policy.

Contacts

Hillsong Church London

0207 384 9200

Data Protection Officer

dataprotection@hillsong.co.uk

Hillsong Communications Department

Dan Blythe

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