

Using images on our website – best practice

Images are vital help to tell powerful, human stories and bring to life the reality of living with MND. They create emotional connection, make content more engaging, and help audiences quickly understand complex or sensitive experiences.

Sometimes it's necessary to source an image from the internet - Google Images for instance. Many images online are protected by copyright and using them without permission can lead to legal action and fines.

This is a real risk.

Artificial intelligence tools are now actively scanning websites to detect misuse, and the MND Association has already been fined twice for copyright breaches this year.

In one case, a copyrighted image was uploaded directly to a web page. In the other, a presentation, which included a copyrighted image, created by a third party was uploaded to our site.

It's important we all know and understand the rules around copyright to reduce the chances of future copyright breaches.

1. Copyright

Only use images that you **know** you have permission to use.

Do not assume an image you find online is free to use. Even if there is no copyright symbol, the image is still likely to be protected.

This includes using copyrighted images within documents, presentations or leaflets. Even if you do not make the document yourself, you would still be liable for its' use.

2. Stock Imagery

Only use stock images when we don't have suitable photography and use it sparingly. If you're using stock images to show medical treatment or someone living with MND, please make sure it accurately reflects the situation and fits the context of the page.

Watermarks

Stock images sometimes have watermarks on them, small bits of text or logos covering some part of the image that indicate its ownership or the source. If an image has a watermark, it is there to prevent unauthorised use and to show ownership.

Whether the watermark is removed or left in place, using the image without first obtaining the correct licence or approval is a violation of copyright.

Stock images

Some stock imagery sites are:

Magnific

Pexels

Canva (with some limitations on the free account)

3. Photography

When using photography from real-life events – such as fundraising events and support groups – or people’s lives, make sure you have permission to use the image from the photographer and the people in the photograph.

Please use [this poster](#) at your events. This will allow you to take photographs and video without asking for separate permission from each attendee.

For individual consent forms and deleting images, visit: [Awareness raising and social media | MND Association](#)

4. Artificial intelligence images

We do not use AI-generated images across our channels. This means never using AI to generate an image and looking out for AI-generated images on stock image sites.

In some instances, you can filter for ‘no AI-images’, and some stock sites automatically ban AI, but it is important to be vigilant and look out for potential AI content.

5. Checklist

- Do you have permission to use this image?
- If it is stock imagery, is it an appropriate image?
- If it is stock imagery, could it be AI generated?
- Do you need to include credit in its use?
- Does the permission to use the image expire at any point?