

CAROLINA FAMILY HEALTH CENTERS, INC. POLICY

TITLE: HR-208 Media Release

EFFECTIVE DATE: January 24, 2023

SECTION: Human Resources

REFERENCE PROCEDURE: N/A

RESPONSIBLE CHIEF OF STAFF: Chief Operating Officer

RESPONSIBLE COMMITTEE: Employee Investment CIT

REVIEWED: 08/26/2025

I. PURPOSE

The purpose of this policy is to ensure consent from employees for the use of their name, likeness, image, voice, and/or appearance for promotional purposes in any electronic, print, or multimedia publications produced by Carolina Family Health Center, Inc. (CFHC, Inc.).

II. POLICY

It is the policy of CFHC, Inc. to obtain written consent in the form of a media release from an employee prior to the use of an employee's name, likeness, image, voice, and/or appearance for promotional purposes in any electronic, print, or multimedia publications produced by CFHC, Inc.

From time to time, CFHC, Inc. may take photographs and/or make video and audio recordings of employees. These photographs, videos or audio recordings may be used by CFHC, Inc. in any electronic, print or multimedia publications produced by CFHC, Inc., including, but not limited, to internal or external publications or media sources via newspaper articles, television coverage, online/web content, social media outlets, and any other print or electronic publications by CFHC, Inc. and may continue to be used after the employment relationship between the employee and CFHC, Inc. ends.

CFHC, Inc. does not compensate employees for the use of their names, images, and/or audio. CFHC, Inc. owns the rights to the images and recordings.

Only the Chief Executive Officer or Director of Communication can use or approve the use of employee names, images, and/or audio for promotional purposes.