

Uffizi Galleries Social Media Policy

- *Terms and Conditions for Social Network use*

The Uffizi Galleries use the main social media channels to communicate with its users over the web. Accounts have been set up with the names **uffizigalleries**, **Gallerie degli Uffizi** and **Uffizi TV**, together with the related email addresses **uffizisocial@beniculturali.it** for signing up to and management of these accounts.

The name “**Uffizi Galleries**” or “**Gallerie degli Uffizi**” is used to refer to the new layout of the museum complex, which now includes the ex-Uffizi Gallery and its historic collections (i.e. *Collection of Prints and Drawings*, and the *Uffizi Library*), the museums of Pitti Palace, Boboli Gardens, the Pagliere Stables and the Vasari Corridor.

The accounts are active on the following platforms: Facebook, Twitter, Instagram, and YouTube.

This document sets out the guidelines for using the above *social media*.

Content

The *social media* channels of the Uffizi Galleries are used to promote the cultural heritage and activities of the museums, first and foremost for citizens and users, as well as to set up relationships based on contact, invitations to events, dialogue and discussion, and to receive feedback, all in the name of transparency and sharing.

The *social channels* of the Uffizi Galleries produce their own texts, photographs, infographics, videos, and other multimedia materials that are to be considered as licensed under the *Creative Commons* license, and can be reproduced freely provided the original source is acknowledged.

Any advertising spaces on the *social channels* used by the Uffizi Galleries are not controlled by the Administration, but they are independently managed by the social networks.

User comments and posts - for which we kindly request the use of name and surname - represent the views of the individual and not those of the Uffizi Galleries, which cannot accept any liability for posts made on the channel by third parties. Users' contents and posts can be shared by the account and promoted if in line with this policy.

The languages used by our social media team are Italian and English.

Moderators

The *social media* channels of the Uffizi Galleries are moderated from Monday to Friday, from 9.30 to 16.30, with a monitor in place during the evening and on public holidays.

The social media team of the Uffizi Galleries will attempt to reply to specific inquiries sent privately by users requesting specific information within 24 hours.

We ask you to be polite, on topic, and to respect other users.

The *social channels* of the Uffizi Galleries are an open, democratic space where everyone can intervene to express an opinion, provided that they follow the rules of politeness and respect for other users. Comments or posts that breach the conditions outlined in this document will be filtered or immediately removed.

Insults, bad language, threats or attitudes that diminish personal dignity or undermine the present ability of institutions, the rights of minors or minorities, and the principles of freedom and equality will not be tolerated. Specifically:

- content that promotes, favors or perpetuates discrimination based on sex, race, language, religion, political opinions, beliefs, age, marital status, status with regard to public assistance, nationality, physical or mental disabilities or sexual orientation;
- sexual content or links to sexual content;
- soliciting trade;
- unlawful conduct or encouragement to same;
- information that may compromise the safety or the security of public systems;
- content in breach of the legal rights or rights of third parties;
- comments or posts containing sensitive information in breach of the current Data Protection Law.

Comments and content of the type listed below are also discouraged and in any case subject to moderation:

- comments not pertaining to the subject (off topic);
- offensive language or content;
- comments and posts written to disturb the discussion or to offend those who manage or moderate the social channels;
- spam;
- repeatedly inserted interventions.

The members of the Uffizi Galleries social media team reserve the right to remove any content considered to be in breach of this *social media policy* or any applicable law.

The administrators reserve the right to block or ban anyone found in breach of these conditions or those stated in the policy for the instruments used, in order to prevent any further intervention. The user will also be reported to the management of the platform and if necessary, to the police.

Privacy

Please remember that the processing of a user's personal data complies with the policies used on the platforms (Twitter, YouTube, Facebook, Instagram, etc.) Sensitive data posted in comments or public posts on the social media channels of the Uffizi Galleries will be removed (see the "Moderators" section). Data shared by users in private messages sent directly to the channels of the Uffizi Galleries will be treated in compliance with current Italian privacy laws.

Director of the Uffizi Galleries
Dr. Eike D. Schmidt