



# Royal College of Art

Postgraduate Art & Design

## **Alumni Code of Conduct**

This policy applies to all alumni of the Royal College of Art (RCA), whilst engaging with the College through programmes, events, communications, and digital platforms either in person, online, by email, phone or any other communication methods.

The College is committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all members of the RCA community are respected.

## **Expectations of engagement and behaviour**

The Development and Alumni Relations Office is committed to providing an environment free from harassment, and all alumni and associates have a role to play in supporting this. Harassment will not be tolerated on any platform or service, either in person or online, that is provided by the College, at a College sponsored event, or by someone in their position as an official representative of the College.

Harassment and bullying of fellow alumni, students, staff and visitors or derogatory comments made via emails, social media posts and other communication will not be tolerated. The College maintains the right to revoke any alumni benefits and services which are provided on a discretionary basis.

Examples of unacceptable behaviour are set out in the RCA Misconduct and Disciplinary Policy. <https://www.rca.ac.uk/study/student-policies-procedures-and-regulations/>

## **Freedom of Speech and Academic Freedom**

The College is committed to maintaining academic freedom and freedom of speech within the law, alongside our commitment to tolerance, understanding and equality and diversity. This is set out within our [Code of Practice on Freedom of Speech and meetings or other activities on College premises](#).

Anybody posting on social media accounts should also abide by the respective community guidelines for each platform. These can be found on the platform's website/within the platform itself, and include but are not limited to the following:

[Instagram](#)

[Facebook](#)

[X \(formally Twitter\)](#)

[LinkedIn](#)

[YouTube](#)

## **Social Media**

Our social media channels and online events are a place for RCA alumni to connect, comment and keep in touch with the latest developments at the College and the RCA Community. We want it to build communities that are built on honest thought, respect, inclusivity and a shared connection to the RCA.

Whilst we actively encourage our alumni community to get involved by posting to our profiles and taking part in discussions, we will not tolerate abuse of any form.

Alumni are expected to uphold professional and respectful standards in their social media communications, following the guidelines in this policy. Inappropriate content may lead to complaints and disciplinary measures by the College. Users must not violate the rights or privacy of others, posting unlawful or discriminatory content, engaging in harassment, or making comments that could harm the College's reputation.

The College holds the right to delete comments on our social media channels in accordance with this Alumni Code of Conduct and individuals use of social media platforms.

If an individual's disruptive behaviour persists, then we may block that user from the page or profile and may report that user to the necessary authorities if deemed appropriate.

Examples of unacceptable behaviour are set out in the RCA Misconduct and Disciplinary Policy. <https://www.rca.ac.uk/study/student-policies-procedures-and-regulations/>

## **Use of Logos**

The College prohibits the unauthorised use of its logo(s) and any other registered trademarks including but not limited to the AlumniRCA logo. This includes on social networks and social media profile pictures, background images, or cover photos.

Permission from the Communications & Marketing team is required for the use of the College's branding, including logos. The AlumniRCA logo can only be used by the College

and relevant departments. Use of logo(s) on merchandise, social media and event advertising is used only for official College recognised mediums. Any other use of logos(s) where not specified that they are officially backed by the College mean they are not endorsed or authorised by the RCA. If the RCA is mentioned in the title/handle of an alumni-run social media account, the bio must state that the account is run by alumni.

### **Alumni Groups/Chapters**

The College does not currently have any official or authorised Alumni Groups/Chapters. All claims of this by alumni are false and queries should be directed to [alumni@rca.ac.uk](mailto:alumni@rca.ac.uk) The College does not hold responsibility for alumni setting up informal groups in-person or on Social media.

### **Events**

The College values the considerable contributions made to its work by its alumni body and seeks to ensure that such events are enjoyed by all attendees. All attendees at RCA events are encouraged to understand that they are expected to represent the RCA as ambassadors of their alma mater and that their attendance and conduct at RCA events contributes to the excellent reputation of the College.

#### 1. Acceptance of Terms

By registering for an event sponsored, hosted, or promoted by RCA and/or RCA alumni, you agree to abide by these terms and conditions. This includes events at third party, non-RCA locations. You acknowledge that these terms might be changed without prior notice and you accept responsibility with familiarising yourself with, and abiding by, these terms. Alumni are defined for this purpose as ‘individuals who are graduates of the institution and others with a prior academic relationship, including non-graduates, certificate and credential holders, distance learners, residents, post-docs, honorary degree recipients and honorary alumni’. Current RCA students and non-RCA guests attending alumni events are also covered by this code of conduct.

#### 2. Attendee Conduct

The RCA does not tolerate any form of harassment, victimisation or discrimination. We expect that members of the RCA alumni community will treat each other with courtesy and consideration. Event attendees are expected to conduct themselves in a professional and respectful manner to match the theme and tone of the event. If the event host, be it RCA staff or a former student deems event attendees’ behaviour as inappropriate, the

event host reserves the right to ban the individual(s) concerned from the use of or access to the land, building, facilities or services. If you are asked to leave an event as a result of your behaviour, you will not be issued a refund and may be prohibited from attending future events.

Examples of unacceptable behaviour are set out in the RCA Misconduct and Disciplinary Policy. <https://www.rca.ac.uk/study/student-policies-procedures-and-regulations/>

### 3. Filming and Photography

RCA and/or RCA alumni may hire professional or student photographers and/or videographers. By registering for and attending an event, you acknowledge that you may be photographed or filmed during the event. You acknowledge that RCA and/or RCA alumni may use images and/or videos of you for official business use including but not limited to future event promotion, social media posts, and for use on the RCA website. If you do not wish to be filmed or photographed please speak to the RCA events organiser prior to or at the start of the event. You can request to have your image removed or deleted, see our Privacy Policy for information. <https://www.rca.ac.uk/data-protection-privacy-cookies/>

### 4. Consumption of Alcohol

Where alcohol is served at events attendees acknowledge that being under the influence of alcohol, drugs or otherwise intoxicated is not an excuse for lack of courtesy, rudeness, harassment or victimisation of staff, another attendee or guest. All attendees are advised to drink responsibly and further, are responsible for their own health and behaviour whilst attending an alumni event.

### **Notification of the withdrawal of alumni services and benefits**

The Royal College of Art reserves the right to immediately terminate alumni services and benefits, including any engagement in our events or programmes, depending on the severity of the behaviour reported.

Actions which might be taken if alumni contravene the Alumni code of conduct include:

Remove of email account - The RCA reserve the right to remove alumni account and services at any time

Removal from mailing lists

Non-attendance at events

The RCA, like most universities, is an autonomous institution without any political affiliation and is registered as an 'exempt' charity. As a higher education institution, we are regulated by the Office for Students and are obliged to uphold UK law, including the right to free speech within the law, and to follow the (anti-terrorist) [Prevent legislation](#). As a charity, we are not entitled to engage in political campaigning or any activity which might be construed as being outside the scope of our charitable objectives and our Charter.

RCA supports students to respectfully share, debate and challenge views and positions on a wide range of issues. As part of our legal obligations, we uphold freedom of speech within the law, which may sometimes include allowing individuals or groups to host events or speakers that others don't agree with or wish to demonstrate against.