

Catholic Charities Diocese of Palm Beach, Inc.

Policy and Procedures Manual

No. of Policy 7007

SUBJECT: CONFIDENTIALITY IN PUBLIC RELATIONS

POLICY: Catholic Charities shall protect the confidentiality of clients in publicizing agency programs.

PROCEDURES:

- 1) Any requests regarding the press, publicity or public relations must first be referred to the Executive Director or Associate Director of Catholic Charities for approval.
- 2) Without a signed Release of Information form, Catholic Charities prohibits the use of current or past clients of services for any of the following:
 - a) Participation in public performances promoting the organization;
 - b) Public statements which express gratitude to the organization; and
 - c) Using identifiable photographs or videotapes for public relations purposes.
- 3) In the case of a minor client, both the client and the parent or guardian must give consent.
- 4) Clients must not participate in public relations or fundraising activities unless they clearly do so without coercion, direct or indirect.

AUTHORIZED DATE: 12/06/00

REVISED DATE: 06/25/09