BruinCard™ Image Use & Distribution Policy

This policy pertains to use of photographic images and related identifying data (cumulatively referred to below as “Identifying Data”) stored in the University of California, Los Angeles (“UCLA”) BruinCard database.

I. Right of UCLA to collect and use Identifying Data

All UCLA students are required, as a condition of enrollment at UCLA, to obtain BruinCards. All UCLA staff and faculty are strongly encouraged to obtain BruinCards, and in order to utilize certain UCLA services (including without limitation library services), UCLA staff and faculty must obtain BruinCards. All UCLA students, staff and faculty are required, as a condition of receiving a BruinCard, to provide certain Identifying Data, which UCLA may then utilize for purposes related to use of the BruinCard by the cardholder, and for other legitimate university purposes. Without limitation, “legitimate university purposes” include maintaining security of facilities and persons on property leased or owned by University of California (“University”), and maintaining academic integrity. Uses of Identifying Data in furtherance of legitimate university purposes would include but not be limited to identification cards, security systems, classroom and exam proctor lists, class books, organizational charts, and lists of students or faculty receiving degrees or awards.

II. Conditions of use of Identifying Data

1. UCLA places a high priority on protecting the privacy rights of UCLA faculty, staff and students. Accordingly, unless otherwise required by law, photo images and other Identifying Data stored in the BruinCard database will only be utilized by UCLA in furtherance of legitimate University purposes. Access to Identifying Data stored in the BruinCard database will be strictly limited; with the exception of Directory Information, as defined in University Policy # 130.250, access to Identifying Data will be limited to persons having a need to know the information in furtherance of legitimate University purposes.

2. Requests for Identifying Data may be initiated by any UCLA employee; requests by students are not permitted. All requests must be in writing and stipulate the legitimate University purpose served by the request. All requests will be reviewed by the UCLA Department Chair or applicable Vice Chancellor, and either rejected or approved, in writing. If rejected, the reason(s) for rejection will be stated.

3. Without limitation as to reasons for denial of approval, Identifying Data will not be released to create printed images of members of student organizations not sanctioned as official University organizations, or for use as a dating service.

4. UCLA will not directly provide Identifying Data in electronic form to any person unless that person first agrees in writing (i) to be bound by the terms of this policy, and (ii) not to copy any Identifying Data from the BruinCard Database for use in any other database without first obtaining the written consent the BruinCard Database Administrator. The Administrator will, prior to authorizing any such copying, consult with University General Counsel and (i) for student records, consult with the Vice Chancellor responsible for student records, (ii) for faculty records, consult with the applicable Department Chair, and (iii) for other employee records, consult with the applicable Vice Chancellor to whom the employee reports.

5. Identifying Data collected by UCLA and stored in the BruinCard database will be subject to the following additional limitations:
(a) The database will not include any data element (other than photographic images) referring to an individual's race, sexual preference, religion, national origin, citizenship, color, weight, height, eye color, hair color, blood type or any other physical attribute. There will be no data elements referring to employee salary amount or student grade point average or other academic record.

(b) The BruinCard database may include, without limitation, the following data elements (in addition to photo image):

(i) Name
(ii) UID #
(iii) College/School/Department
(iv) Student or Employee status
(v) Term registration status
(vi) UCLA affiliation
(vii) Gender
(ix) Date of birth
(viii) Last four digits of Social Security Number