

SOCIAL MEDIA AND ONLINE COMMUNITY GUIDELINES

We reserve the right to hide or remove any comments that:

- Are abusive, defamatory, discriminatory, disrespectful, offensive, misleading, obscene, deceptive or that tout false information;
- Incite or express hatred on the basis of gender, race, religion, nationality, sexuality, socio-economic status, political affiliation, and/or any other personal characteristics;
- Express negative views regarding the integrity of a work in the National Portrait Collection, especially if the sitter or artist is living;
- Deliberately provoke others, use explicit or offensive language, or are unlawful;
- Contain any sort of allegation or accusation, whether directed at the Gallery or third party;
- Spam, by way of multiple similar/identical comments or obvious 'bot' behaviour;
- Mention confidential information or compromise the privacy of any person;
- Attempt to sell or promote products, or solicit donations, without prior approval from the National Portrait Gallery;
- Stray off-topic, meaning comments must be relevant to the original post;
- Infringe on the National Portrait Gallery, or an individual's, intellectual property or copyright;

Users who are found to breach the above guidelines may have their account, and any others they make, banned or blocked from this page.

These rules are applicable to participation on all National Portrait Gallery platforms, including:

- Social Media (e.g. Facebook, Instagram, LinkedIn)
- Review sites (e.g. Google Business, TripAdvisor)
- Our website and associated microsites