

Policy Number: P11		Pages: 3
Latest Revision May 6, 2016	Reviewed Annually in January	Point of Contact Kathy Williams, Director of Public Services

Photography and Video in the Library

Policy Statement

The collection of photographs and video is done under the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) for a number of purposes including promotion and documentation. The privacy of clients and Library staff must not be violated.

Definitions

Express Consent: Express consent is obtained through specific written agreement of an individual by means of a completed and signed individual Model/Photo Release Form.

Implied Consent: Implied consent is obtained based on the actions of the individual and the specific circumstances. Consent may be implied if the person is advised that their image may be collected, used and disclosed if he or she does a certain thing, and then that person does that thing (e.g. if Pickering Public Library staff advises that pictures may be taken at a certain time or place at a Library organized event and people attend knowingly.)

Purpose

To establish guidelines for the collection and use of photographs and videos by staff of the Pickering Public Library. And, to establish under which conditions photos or videos may be taken by the public, creative film industry or news media.

Policy Principles

Obtaining Permission

A Photo Release Form must be completed and signed by each identifiable person featured in a photo or video that is considered to be the subject before the photo/video can be used.

Model release forms are not necessarily required if an identifiable person is not the subject of the photo, but is one of a group in a public place (a crowd scene for example) or if the identifiable person is a public figure, and because of their position or professional duties is brought into the public arena (e.g. the Mayor or members of Council).

In instances where implied consent is obtained, Library staff must take reasonable action to notify potential subjects of photography/video activity. This can be done a number of ways (e.g. posting a notice of photography/video activity on the website event listing, signage displayed at the event, and/or mentioning this activity as clients enter a program).

Followers who post content to the Pickering Public Library social media accounts may do so of their own accord. Posts of identifiable subjects uploaded by clients are clearly identified as originating from clients, and not from the Library. When reposting from public accounts, the Pickering Public Library will make every effort to clarify that the library was not the original creator or generator of the image being shared.

The Pickering Public Library cannot use a photo/video that has been provided by a third party (community partner) where permission has not been obtained for collection and use by the Pickering Public Library.

Children under 18 must have permission of the accompanying parent/guardian.

Staff Identification

Library staff that are working during a Library event and are responsible for taking photos/videos must wear appropriate Library identification.

Library staff are required to introduce themselves to potential subjects that may be featured in photography/video images for the Library.

Requirements for Use

Photos used in digital or print promotional materials must have the required Photo Release Form on file.

If a group or adult is not the sole focus of the photo/video being taken then it is reasonable that the photo can be used for the purpose of the function i.e., to capture the history of that specific event. However, the photo should not be used as a representation or promotion of a different purpose.

With regard to children, the Library will use or display only the child's first name, last initial and age to identify photographs or videos.

Photographs & Videos by the Public

Library buildings may not be used as the setting for creative film or video without the written consent of the CEO. Student projects may be allowed but require permission of the staff member in charge.

Press and other news media seeking to take pictures inside the Library must receive permission from the CEO or designate. The Pickering Public Library Model release form does not need to be used in the case of a third party (e.g. local media) taking photos for their own use.

The use of photography or video equipment should not disturb Library clients.

For further information please contact Kathy Williams at kathyw@picnet.org or 905-831-6265 extension 6251.

Related Policies: Privacy Policy
 Video Surveillance Policy

Alternate formats available upon request. Please talk to Library staff.



Model/Photo Release Form

First Name Last Name
Street Address
City/Town Postal Code
Telephone No. Email Address

I consent that the Pickering Public Library have publishing permission and rights to use recorded media (photograph / video) taken of me on this date.

By signing this consent, I understand that any media recorded will be used as appropriate, for the sole promotion of the Pickering Public Library, including the Library's website, social media sites, and print materials. The Library will not sell media files, photographs, prints, or reproductions of the original under any circumstance without my written consent and permission.

I hereby waive any right to inspect and/or approve the finished product that may be used in connection therewith or the use to which it may be applied.

I have read the above authorization and release, prior to its signature by me. I understand the authorization, and I have had the opportunity to have it explained to me, and that any questions that I may have with respect to the authorization have been answered to my satisfaction.

Signature of Applicant (if 18 years of age or over) Date

Proof of age may be required.

If subject is under the age of 18 years, guardian must sign below.

Signature of Guardian Date

Guardian Address

Telephone No. Email Address

If telephone number and/or address of guardian is different than subject, both subject and guardian's address and telephone number will be required.

Office Use Only	
Event or Purpose <input type="text"/>	Photographer <input type="text"/>
Details <input type="text"/>	

Personal information contained on this form is collected pursuant to *Municipal Freedom of Information and Protection of Privacy* and will be used for the purpose of obtaining permissions when photographing people. Any questions related to the collection of this information should be directed to Elaine Bird, Director of Support Services, by email at: elaineb@picnet.org or by phone: 905-831-6265 ext. 6231.

Alternate formats available upon request.