

## University of Arizona College of Medicine – Tucson Guidelines for Photography and Videography

- I. Share photos that:
  - a. Portray your subject and the college in the best light
  - b. Present a positive attribute about our brand
  - c. Tell a story
  - d. Are high-quality (both technically and aesthetically)
- II. Persons sharing photos or videos on behalf of the college are responsible for scrutinizing all content and determining whether they are classified as public, internal, or restricted information.
- III. Photo galleries exceeding 24 photos are considered **internal** information and should be kept on a separate drive or published on a cloud storage space such as Box.
- IV. Written consent from subjects appearing in photography or video is required in many circumstances and recommended in most others.

### Publishing photos: Classification process and considerations

- The University of Arizona Information Security Office provides guidance for classifying information as either **public**, **internal**, or **restricted** ([see documents under Policy heading](#)). Most communicators will only be dealing with public or internal information.
- Prior to storing in **publicly accessible** locations, photos should be explicitly determined to be public information and not subject to [FERPA](#) restrictions. Otherwise, treat photos as internal information and store in an approved location with strong access controls.
- It is the responsibility of anyone collecting, sharing, or posting photos on behalf of the university to follow the University of Arizona’s standards for sharing and storing photos.
- The COM-T Brand Communications Team classifies large collections of images (more than 24 shared at a time) as internal information. Placing comprehensive, noncurated collections of photos on a public-facing website or social media platform dilutes the COM-T brand and diminishes the impact of the strongest photos. The team has determined that the benefit they provide to the college is smaller than the risk they pose.

Internal Information	Public Information
<div style="border: 1px solid orange; padding: 5px; margin-bottom: 10px;">           Store on a drive or share in a cloud storage space. Provide email link inviting a specific audience (e.g., graduating students) to view or download images.         </div> <ul style="list-style-type: none"> <li>• Photos are generally of interest to a specific audience, such as pictures taken of participants at award ceremonies or conferences</li> <li>• Any collection of <b>25 or more photos</b> is automatically considered internal information</li> </ul>	<div style="border: 1px solid orange; padding: 5px; margin-bottom: 10px;">           May be published in print, on the web, or social media. Follow guidance for obtaining consent from subjects.         </div> <ul style="list-style-type: none"> <li>• Tell COM-T’s story through a strategic framework, with captions when possible</li> <li>• High-quality (aesthetically and technically)</li> <li>• Model release forms may be required</li> <li>• Photo collections are curated and edited, and <b>do not exceed 24 photos</b> for major events (otherwise, no more than 20)</li> </ul>

Review the [UArizona brand standards](#) to learn more about using photography to elevate the UArizona brand. By being thoughtful and creative in how you use photos and videos to tell stories, you can help enhance the college’s reputation in the community, heighten morale across the college, and help create a visual legacy for the future.

## Taking and publishing photos: Consent processes and considerations

<p style="text-align: center;"><b>Model Release Form Required</b></p> <p><b>Marketing:</b> Photo or video taken for marketing (commercial, promotional) use is intended to generate revenue (e.g., advertising, brochures, communications meant to generate income by way of tuition, donations, or physician referrals).</p> <p><b>Highly specific or topically sensitive:</b> When photos will illustrate sensitive topics (e.g., mental health) or be used for highly specific purposes (e.g., using a person as a representative of their race/ethnicity/gender), consider arranging a special, highly focused photo/video shoot in which everybody involved understands the intent and end use.</p> <p><b>Students:</b> Generally, photos of students are not considered directory information and therefore require written FERPA consent from the student prior to releasing to the public. Share FERPA releases with <a href="mailto:brand@arizona.edu">brand@arizona.edu</a>.</p> <p><b>Minors:</b> Avoid taking photos of minors without parental consent, and do not share them without parental consent. Both the guardian and minor must fill out the model release form.</p> <p><b>Clinical spaces:</b> UA model release forms must be filled out in addition to forms required by the clinical partner. Follow HIPAA laws about patient privacy and respect guidelines and policies set forth by the clinical partner. Banner Health requires advance clearance and approval for photography in clinical spaces (email <a href="mailto:media@bannerhealth.com">media@bannerhealth.com</a> during business hours; otherwise call 602-747-3080).</p>
<p style="text-align: center;"><b>Model Release Form Possibly Required</b></p> <p><b>Events:</b> Photos <i>taken</i> in public and semi-public spaces where there is no reasonable expectation of privacy are generally permitted (with some exceptions, such as classrooms, clinical spaces, tribal lands, and military bases). <i>Publishing</i> close-up photos of individuals, who are recognizable without scrutiny, requires a model release form for marketing uses. A “Notice of Photographic Recording” sign does not take the place of a model release form.</p> <p><b>Employees:</b> University employees have not surrendered the right of publicity as a condition of their employment, so do not assume their consent to appear in photography. A model release form is required for marketing uses.</p>
<p style="text-align: center;"><b>Model Release Form Not Required</b></p> <p><b>Editorial uses on the web:</b> Photos or videos taken for editorial uses are not used for advertising, but are used to help tell a story (e.g., noncommercial press releases, feature stories, blog posts, photo galleries, or social media content).</p> <p><b>Editorial uses in print:</b> It is best practice to obtain explicit consent from anyone appearing in images to be used in printed editorial material (flyers, magazines, newsletters, brochures). While not required, verbal or written consent is recommended because once photos appear in print, they cannot be removed from public view as easily as they can be deleted from the web at the subject’s request.</p>

Written consent from photo subjects is often required and always recommended. All-purpose model release forms and forms with FERPA authorization can be downloaded from the [UA MarCom website](#). The publisher of a photo or video carries all legal liability.

All photography and videography should be covered by a model release form with a description of the images (e.g., date taken, name of event, and potential use of images). At this time, model release forms are only available as hard copies; signed and dated model release forms must be scanned as PDFs and

stored digitally in the same location as the photography and videography covered by the forms (e.g., in the same Box folder as the images, in a subfolder labeled “Photo Releases”). PDF file names should be in a format that will make it easy to retrieve an individual’s release, beginning with last name followed by first name, e.g., *Smith, Jane - Match Day 2024.pdf*).

Even when consent is not required, as a matter of courtesy it is best practice to let people know you are taking their photo and how the photo(s) might be used. Respect the wishes of those who ask not to be photographed, who ask that their photographs are not published, or who request their photos are removed from the web, social media, or marketing materials. When in doubt, obtain a model release form.

### **Event photography**

If professional event photographers are tasked with documenting an event (e.g., BioCom, UAHS Creative Services, or freelancers), they can coordinate with one another to ensure that all desired aspects of an event are documented. To minimize distractions to the audience and give professional photographers space to perform their duties, COM-T staff are asked not to take additional photos unless there are crucial unit-specific needs that cannot be met by the official photographers.

You may download a “Notice of Photographic Recording” sign or learn how to borrow one at the [UA MarCom website](#).

### **Sources**

Joe L. Conley, chief privacy officer, Executive Office of the President

Stephanie A. Cunningham, director of operations and organizational effectiveness, University Marketing & Communications

Brendan Scott Miller, director of Governance, Risk, and Compliance Team, Information Security Office

Campus Communications & Publications SOPs for Health Sciences Connect Photos, UAHS Communications