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Point of Contact: Director, Engagement & Client Experience		

Photography and Video in the Library Policy

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.

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

1. Obtaining Permission

- 1.1. 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.
- 1.2. 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).

- 1.3. 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 several ways (e.g., posting a notice of photography/video activity on the website event listing, signage displayed at the event, Mentioned this activity during an event in person or online).
 - 1.4. Followers who post content to the City of 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 City of Pickering Public Library will make every effort to clarify that the library was not the original creator or generator of the image being shared.
 - 1.5. The City of 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 City of Pickering Public Library.
 - 1.6. Children under 18 must have permission of the accompanying parent/guardian
2. Staff Identification
 - 2.1 Library staff that are working during a Library event and are responsible for taking photos/videos must wear appropriate Library identification.
 - 2.2 Library staff are required to introduce themselves to potential subjects that may be featured in photography/video images for the Library.
3. Requirements for Use
 - 3.1. Photos used in digital or print promotional materials must have the required Photo Release Form on file.
 - 3.2. 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.
 - 3.3. Regarding children, the Library will use or display only the child's first name, last initial and age to identify photographs or videos.
4. Photographs & Videos by the Public
 - 4.1 Library buildings may not be used as the setting for creative film or video without the written consent of the Director of Public Services. Student projects may be allowed but require permission of the staff member in charge.
 - 4.2 Press and other news media seeking to take pictures inside the Library must receive permission from the Chief Executive Officer 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.

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

Definitions

1. Expressed Consent
Consent obtained through specific written agreement of an individual by means of a completed and signed individual Model/Photo Release Form.
2. Implied Consent
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.)

Related Documents

- *Privacy Policy*
- *Video Surveillance Policy*

For further information on this policy, please contact the Director, Engagement & Client Experience. Contact information for all members of the Leadership Team can be found on the Pickering Public Library website.

Alternate formats of this document are available upon request.
Please speak to Library staff for assistance.