

Policy No.: P11

Policy Title: Photography and Video in the Library

Date Originated:

Date Last Reviewed/Revised: April 2024

Point of Contact: Director, Engagement and Client Experience

1. 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.

As a public space, still and video photography is permitted in Pickering Public Library ("Library") facilities and at events, provided Library clients and staff are not disrupted and access or use of facilities is not restricted. While using the Library, all visitors and staff have a reasonable expectation of privacy unless consent to be recorded has been provided.

2. POLICY 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.

3. DEFINITIONS

Express Consent

- Consent obtained through specific written agreement of an individual by means of a completed and signed individual Model Release Form.

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 during an organized event or during a specific period of time. (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).

4. POLICY PRINCIPLES

1. Photographs and Videos – Recorded by Staff

- Staff may photograph or video record Library client experiences and events for use in external communications materials.
- A signed Model Release Form must be obtained by a staff member or volunteer where a member(s) of the public or staff are clearly identifiable and could be featured in future promotions. Permission from a parent or adult caregiver must be obtained when children (those under the age of 18) are being featured. The signed Model Release Form must be filed with a copy of the associated image(s) or video.
- Signed Model Release forms are to be sent to and kept on file by the Marketing department.
- Model Release Forms are not required where no single person is easily identifiable or if the identifiable person is a public figure and their position or professional duties is brought into the public arena (e.g. the Mayor or members of Council).
- The Library may post filming notices in lieu of seeking individual Model Release Forms where large groups are anticipated at events, general client experience on-site, or when spaces are being documented.
- The Library reserves the right to share images with community partners. Specific terms are stated on Pickering Public Library Model Release Forms and are available for review.

2. Photographs and Video – Recorded by Members of the Public for Personal Use

- Photography and video for personal use is allowed in library spaces provided:
 - there is no disruption to library services;
 - there is no damage to library property or materials;
 - the library's image and reputation is not harmed; and,
 - other library visitors and staff are not recorded without their expressed consent.

- The Library reserves the right to stop filming or photography that is interfering with client or staff use of library spaces, or where there is deemed to be risk to public or staff safety or security.
- Only handheld cameras may be used; additional equipment, such as tripods or lighting, is not permitted without prior authorization.
- Drones are not permitted for personal use.
- For exclusive use of library spaces for personal or commercial use (e.g. wedding photos), please contact the Director of Engagement and Client Experience. Please note fees may apply where Pickering Public Library spaces are used for commercial photography or special events.

3. Photography and Video – Recorded by Media for Commercial Use

- All media inquiries should be directed to Manager, Community Relations and Marketing.
- Media organizations are not authorized to approach clients within library spaces or at library events without prior consent from the Library. Where clients are to be interviewed/photographed/recorded by video, media organizations are responsible to ensure they secure their own permission and releases.
- Commercial photography and film shoots are allowed with prior authorization and are to be coordinated with the Director of Engagement and Client Experience.
- Fees may apply where Pickering Public Library spaces are used for commercial photography or special events.
- The use of drones is not permitted without appropriate authorization from the Pickering Public Library.

4. Photography and Videos – Recorded by Students for Educational Use

- Photography and video for educational use is administered under the same guidelines as Media Use.
- If a student is not associated with an educational institution, use is considered personal and administered under the same guidelines as Personal Use.

5. Failure to Adhere to Policy

- Failure to adhere to this policy and/or staff directions may result in being asked to leave for the day.

5. RELATED POLICIES & PROCEDURES

- Privacy Policy
- Video Surveillance Policy

Alternate formats of this document are available upon request.

Please speak to Library staff for assistance.