

## Photo/Digital/Video Release Form Guidelines for SMU

Photographs taken on Samuel Merritt University (SMU) property or at affiliates and partners of the University must obtain a signed model release form. These rules govern photographs intended for use in publication of marketing or a public relations nature, such as printed, broadcast, and web based material, newsletters, brochures, viewbooks, promotional items, or other material to avoid any possible liability problems.

- It is the responsibility of faculty and staff to verify if a person wants to be in the photo with the understanding it will be used for publication of printed and web based materials.
- Photographs taken at public events and in public spaces do not require written consent unless an individual is singled out and identifiable in the photo.
- If the photos are of a group of students of 10 or more, ex) classroom, clinic, or event a teacher or staff may sign on their behalf; signing their own name, date and occasion for the photo. (The same person must first notify the group they will be in a photo, giving students the option not to be in the shoot.)
- Any and all photocopies which have been taken will be used for publicity purpose and the individual(s) will not be compensated.
- All negatives and positives, together with the prints, are owned by Samuel Merritt University.
- Individuals are protected by privacy laws in settings where they might reasonably expect privacy. When in doubt, get written consent.
- In the case of children and youth under the age of 18, the release must also be consented to and signed by a parent or guardian.
- Model releases should remain on file as long as the photographs remain in use.

For more information release forms or photo shoots please contact Elizabeth Valente, Associate Director of Publications & Media Relations (510) 869-6243 or [evalente@samuelmerritt.edu](mailto:evalente@samuelmerritt.edu).