



Title:	PHOTO RELEASE GUIDELINE AND FORMS
Updated:	November 2010
Approved by:	Consent forms approved by University Counsel
Audience:	All Faculty of Medicine members
Purpose:	To obtain the signed consent of faculty members, staff, students, alumni or members of the public who are visibly recognizable in photographs and video.
Contact:	Dean’s Office Communications

OVERVIEW

Consent is required for any photograph or video intended for use in any UBC publication meant for the purposes of marketing, recruitment or public relations, such as UBC websites, printed and electronic newsletters, brochures, viewbooks, promotional items, third-party websites or other material.

There are two forms available: the Consent to Use of Image form for unpaid subjects, and the Consent and Release for Models form for paid models, or performers, or where permanent control of the image is necessary.

CONSENT TO USE OF IMAGE FORM

- All photo or video shoots on university property or of university events must obtain a signed consent by the faculty, staff, student, alumni or member of the public visibly recognizable in the photograph. This is a legal document between the individual being photographed/ videotaped and the university, and the form is not to be changed or altered by any unit. Even if there is no intention of sharing photos in this photo collection, the form must still be signed.
- The FoM Communications Group must keep copies of consent forms and photographers contracts for all photos to be used in materials for public distribution.
- Crowd scenes that do not include children under the age of 19 or photographs where no single person is the dominant feature are exempt. All photographs of children under the age of 19 require consent forms signed by a parent or guardian.
- These rules govern photographs intended for use in any university publication meant for the purposes of marketing, recruitment or public relations, such as printed and electronic newsletters, brochures, viewbooks, promotional items or other material.



- Consent forms should remain on file as long as the photographs or videos remain in use. [Download the Consent to Use of Image form.](#)

This current version of the form was revised in December 2020.

MORE INFORMATION

For more information about the consent forms, read the [FAQs: Consent to Use of Image Forms by University Counsel.](#)