

Photo Policies

One of the bullet points in the MG Volunteer Agreement at <http://wimastergardener.org/sites/wimastergardener.org/files/WiscmgFiles/UWEX-MGVolunteerAgreement.pdf> is:

- Give permission to disclose my identity and to reproduce and distribute videotapes, films, photographs and transparencies of me taken at approved UW-Extension Master Gardener programs.

UW Extension's photo policy is at <http://www.uwex.edu/ces/admin/policies/photo.cfm>

Cooperative Extension has adopted an official release form for use by all faculty and staff who publish pictures and/or video in which people appear. If an individual is identifiable in an image published in an electronic or hardcopy format, and they are not employed by UWEX, you must have a signed release form on file. 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. Consent is not needed to photograph groups of people in a public place. 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.

It is the responsibility of faculty and staff to verify the existence of this form before publication and to keep it on file as long as the materials are published or for a reasonable time thereafter in the case of printed materials.

See the website for standard and general release forms in English and Spanish.

The **UW-Madison's Office of University of Relations photography policies and guidelines** are at <http://universityrelations.wisc.edu/policies-and-guidelines/photo-guidelines/>

University Communications does not regularly use model releases nor seek written permission for most of the photography or videos created for both internal and broader university use. Written permission is not required when making photographs or videos of individuals in public settings or using the resulting photographs or videos in news and editorial contexts. However, care should be exercised in subsequent use. Make certain that the published context and the caption do not imply details about an individual that are not known to be true.

Whenever possible, University Communications photographers identify themselves and seek verbal permission when making photos. They inform subjects about the potential uses of the

photo, such as providing information for a story and/or creating images to more broadly describe the campus, both now and in the future. In instances when an individual asks to not be photographed, University Communications photographers comply with those wishes.

Written permission is required, however, for photos or videos of children, patients in medical settings, or subjects who are primarily being featured in advertisements in which a person's name, image and/or likeness are being used in a context that implies endorsement. A [sample permission form/model release](#) is available for download. In situations where University Communications is photographing a university preschool facility or a K–12 school classroom, we confirm with that administrative entity that parents or guardians have given permission for their children to be photographed. In these cases, the administrative entity most often maintains its own photo policy records and provides permission.

When photos are supplied by a client, permission to use them is implied, but check with the client to make sure permission has been granted by the creator and the subjects, and that appropriate photo credits are published.