



## North Perth Public Library

# OP-17 Photography and Video in the Library

### POLICY PURPOSE

The collection of photographs and video is done under the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) for several purposes including promotion and documentation. The privacy of patrons and Library staff must not be violated and the RZone policy must be adhered to.

This policy establishes guidelines for the collection and use of photographs, and videos by staff of the North Perth Public Library (NPPL) for promotional and reporting purposes. And, to establish under which conditions photos or videos may be taken by the public, creative film industry or news media.

### KEY POINTS SUMMARY

- Outlines how and why the library may ask for permission and when the Photo Release form is used.
- Explains the requirements and permissions for the public not using or working in the space should behave if they want to take photo/videos.
- Establishes that all incidences of requests should reflect the RZone policy of Respect and Responsibility.

## DEFINITIONS

**Public:** indicates any person entering library spaces that does not work for or is affiliated with the North Perth Public Library or the Municipality of North Perth.

**Patron:** indicates any person using the library spaces for its intended purpose.

**Expressed Consent:** indicates consent obtained through specific written agreement of an individual by means of a completed and signed individual Photo Release Form.

**Implied Consent:** indicates consent obtained based on participation in activities where notice of collection, and use of image in photo/video has been given through signage, upon registration etc, without the use of a Photo Release Form.

## POLICY DETAILS

### Obtaining Permission

- A Photo Release Form must be completed and signed by each identifiable person featured in a photo or video that is the subject before the photo/video can be used.
- 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, such as a crowd, or if the identifiable person is a public figure, and because of their position or professional duties is brought into the public arena for example, the Mayor or members of Council.
- 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 such as posting a notice of

photography/video activity on the website event listing, signage displayed at the event, or by verbally mentioning the occurrence during an event in-person or online.

- Followers who post content to the NPPL social media accounts may do so of their own accord. Posts of identifiable subjects uploaded by patrons are clearly identified as originating from them, and not from the Library.
  - When reposting from public accounts, the NPPL will make every effort to clarify that the library was not the original creator or generator of the image being shared.
- When tagged in photos posted by public accounts, the Library will assume implicit permission.
- The NPPL 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 NPPL.
- Children under 18 must have permission of the accompanying parent/guardian

## Staff Identification

- Library staff that are working during a Library event and are responsible for taking photos/videos must wear appropriate Library identification.
- Library staff are required to introduce themselves to potential subjects that may be featured in photography/video images for the Library.

## Requirements for Use

- Photos used in digital or print promotional materials must have the required Photo Release Form on file.
  - Photo Release Forms will be kept on file for 3-years.
- 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 to capture the history of that specific event. However, the photo should not be used as a representation or promotion of a different purpose without consent.

- Regarding children, the Library will use or display only the child's first name, last initial and age to identify photographs or videos.

## Photographs & Videos by the Public

- Library buildings may not be used as the setting for creative film or video without the written consent of the Chief Executive Officer or designate.
- Press and other news media seeking to take pictures inside the Library must receive permission from the Chief Executive Officer or designate.
  - The NPPL release form does not need to be used in the case of a third party taking photos for their own use. Although permission should be asked for.
- The use of photography or video equipment should not disturb Library clients

## RELATED DOCUMENTS

- NPPL OP-04 Confidentiality and the Protection of Privacy
- NPPL OP-05 Code of Conduct: RZone

## SCOPE:

This policy applies and affects the NPPL Board, staff, third parties, patrons, and volunteers.

*Approved by the Library Board: June 13, 2023*

*Revised:*