

Photos/Stories for Newsworthy Use

If a center will be using pictures of the children, families, or staff members, the following rules should be followed carefully. There must be no intrusion into anyone's solitude, seclusion or private property without permission.

1. Private information, whether by photo or story, must not be published without permission.
2. Photographs or stories that present the subject in a false or negative light, even if true, must not be published.
3. Photos must not be appropriated for commercial use without permission.

In addition, ECEC directors/administrators should ensure that photos for public distribution using full-frontal shots of the children should not use the child's full name.

Photos/Stories for Commercial Use

If a particular picture is not newsworthy, publication may be considered an invasion of privacy.

Including anyone's picture in an advertisement or brochure without their permission, or the permission of their guardian in the case of minors, may be considered to be a misappropriation of the name or likeness of a living person for purposes of trade or advertising without that person's consent, and therefore illegal.

Each center must include a Photo Release form for clientele as a means for children and their families to safeguard their privacy rights.

(Name of Minor)

Photo Release Form

(conference name)

I hereby grant to _____ the absolute and irrevocable right and unrestricted permission in respect of photographic portraits, editorial or any pictures _____ had taken of me or in which I may be included with others, to copyright the same; to re-use, publish and republish the same in whole or in part, individually or in conjunction with other photographs, and in conjunction with any printed matter, in any and all media now or hereafter known, and for any other purpose whatsoever, for illustration, promotion, art, editorial, advertising and trade, or any other purpose whatsoever with restriction as to alteration; from time to time, or reproductions thereof in color, black and white or otherwise made through any media.

I hereby waive any right that I may have to inspect or approve the finished products or the advertising copy or printed matter that may be used in connection therewith or the use to which it may be applied.

I hereby release, discharge and agree to save harmless _____ its legal representatives or assigns and all persons acting under its permission or authority, from any liability in connection with the use of the photographs as aforesaid or by virtue of any alteration, processing or use thereof in composite form, whether intentional or otherwise, as well as any publication thereof.

I understand that the photographs taken by will be included into stock files. I agree that the photographs, the transparencies thereof and the rights to copyright the same, shall be the sole property of _____, with full right of lawful disposition in any manner, including the right to seek and obtain federal copyright registration.

I hereby grant permission to _____ to photograph _____ during activities to use the photographs in audio-visual and printed materials without compensation or approval rights.

Signature of Adult Date

Printed Name of Adult

Address

City State Zip