

## University of Kansas Medical Center Photo Practices Guidelines

The Office of Communications at the University of Kansas Medical Center seeks to ensure the highest-quality photography of our research, education, public information and patient care for use in print, online and broadcast, while maintaining a safe and welcoming campus environment. These guidelines cover the University of Kansas Medical Center campus but do not include the University of Kansas Hospital.

### **PERMISSIONS and PHOTO RELEASES**

**Public places:** Written permission is not required when photographs or video recordings are taken in campus spaces considered to be public, such as hallways, atriums, auditoriums and sidewalks. Photographers and communications staff will comply with anyone's request not to be photographed.

**Releases:** The Communications Department does not regularly use model releases nor seek written permission for photographs or videos created for general use by the university in news, editorial or public information contexts. University photographers or communications staff members should identify themselves and inform subjects that they are being photographed and explain the reason for the pictures/videos, so the subjects can opt out of being photographed.

KU protects the privacy of its students' educational records in compliance with the [Family Educational Rights and Privacy Act \(FERPA\)](#). Photographs taken for advancement purposes do not require students to sign a release.

**Classrooms, labs and private places:** Permission will always be sought from students and visitors participating in classrooms, labs or other locations where there is an expectation of privacy. Prior clearance from the professor or instructor in charge of the classroom or lab is standard procedure. Written permission is required when photographing research subjects.

**Patients:** KU complies with all [Health Insurance Portability and Accountability Act \(HIPAA\)](#) requirements. Written permission is always required when photographing children or adults in medical settings. This permission should be obtained prior to the photos being taken whenever possible. ([KU Medical Center photo release form](#))

**Children on campus:** Whenever children 18 and younger are photographed on campus, the photographer will make contact with the parent, guardian or chaperone to inform them that pictures/videos are being taken. Photographers will explain to the guardian the intended use for the images (print story, social media, etc.).

**Individuals with intellectual or developmental disabilities requiring a guardian:** Written permission is always required when photographing individuals with intellectual or

developmental disabilities, who are under the supervision of a parent or guardian, when pictures are taken in *non-public* settings.

Photographers will contact the parent or guardian associated with individuals with intellectual or developmental disabilities when photographs are taken in *public areas* of the medical center campus, so that the parent or guardian is aware that the pictures are being taken.

### **COPYRIGHT**

Photographs created by university photographers and communications staff members should be considered copyrighted materials. Photographs supplied by KU Medical Center cannot be used without the permission of the copyright holder.