

PURDUE UNIVERSITY NORTHWEST

Photo/Video Release Guidelines

When using photographs of individuals in your promotional materials and media, it is important to consider if a release/consent form from the photograph's subjects/models is required before the photograph is published or otherwise made publicly available.

These general guidelines were developed by staff in Purdue University Marketing and Media, and adopted by Purdue University Northwest Marketing & Communications. If your college or program has established more stringent requirements than what is listed below, you should observe your area's requirements.

When a Release is Not Typically Required

A release is generally not required if students or others are:

- photographed in a public space or at public events where there is no reasonable expectation of privacy, including but not limited to: sporting events, Student Convocation, Faculty Research Day, Commencement, and concerts. These types of photographs include general "campus scene" photos.
- the primary focus of the photograph is taken in a non-public environment and are not recognizable, such as when a silhouette, back view, or out-of-focus shot is taken.
- Purdue University Northwest faculty or staff.
- invited to attend a group activity/event and chose to participate of their own free will.
- in a classroom or lab environment where the photography has been requested by the faculty member, department, college, or other appropriate agents of the University.

When a Release is Typically Required

A release is generally required if students or others (except Purdue Northwest faculty/staff) are:

- the primary focus of a photograph taken in a non-public space, is recognizable and has been recruited specifically to serve as subjects/models.
- minors. It is important to obtain a signed release for minors. Exceptions may include public events, such as Open House and athletic events. In the absence of a signed release, verbal permission from the parent or guardian is advised.
- current students, identifiable, and in a location for a specific purpose other than being photographed. For example, if a group of current students is studying in the Purdue Northwest library and you want to take a photograph of the group studying, a release/consent form or verbal consent should be obtained from each subject/model.

As a courtesy to subjects/models, you are encouraged to obtain a photo release/consent form or verbal consent in instances where an individual can be identified and is the primary focus of a specific photograph.

A sample release/consent form is available from Purdue University Northwest Marketing & Communications.

Questions about the use of photographs in promotional materials and media at Purdue Northwest may be directed to marketing@pnw.edu.



PURDUE UNIVERSITY NORTHWEST

Marketing & Communications
www.pnw.edu/marketing-communications/

Photo/Video Release Form

I, _____ (please print), grant permission to Purdue University Northwest and its agents and employees the irrevocable and unrestricted right to reproduce the photographs and/or video images taken of me, or members of my family, for the purpose of publication, promotion, illustration, advertising, or trade, in any manner or in any medium. I hereby release Purdue University and Purdue University Northwest, and the institutions' legal representatives for all claims and liability relating to said images or video. Furthermore, I grant permission to use my statements and audio comments that were given during an interview or guest lecture, with or without my name, for the purpose of advertising and publicity without restriction. I waive my right to any compensation.

I acknowledge that I am

- at least 18-years-old
- the legal guardian of the following

If legal guardian of model(s), please list name(s) here:

Purpose of Photo/Video: _____

Signature: _____

Date: _____

Address: _____

Email: _____

Phone: _____