

IEEE Photo Release Guidelines

PURPOSE

In order to provide clear and effective guidance to IEEE staff and volunteers who take photos that will be used in connection with IEEE's business (the "Photographers"), IEEE has implemented these Photo Release Guidelines ("Guidelines") to assist Photographers in identifying those situations where obtaining a photo release from photographed or filmed persons is expected or strongly encouraged.

REQUIREMENTS

Photographers shall use best efforts in obtaining photo releases from all persons photographed. Photographers are expected to obtain photo releases in "Controlled Environments," and are strongly encouraged to obtain photo releases in "Highly Sensitive Situations," as described below.

Controlled Environment

Photographers may perform work in an environment or situation that easily permits Photographers to obtain photo releases from the person or group of people being photographed. (*See approved IEEE forms below*). Photographers are expected to obtain photo releases from each person photographed in such a Controlled Environment. Controlled Environments may include, but are not limited to:

- 1) photographing a person or a group of people in a studio setting;
- 2) photographing a person or group of people for longer periods of time, such as a multi-day shoot; and
- 3) other controlled situations or environments that easily permit the Photographer to obtain a photo release.

Highly Sensitive Situations

Photographers may perform work that results in a higher level of risk to IEEE due to the nature of the situation being photographed, the subject or location of the photograph, or the person or group of people being photographed. Photographers are asked to be sensitive to these risks and are strongly encouraged to obtain appearance releases in these Highly Sensitive Situations. Highly Sensitive Situations include, but are not limited to, the following:

- 1) any person photographed within a hospital or other medical facility;
- 2) any person under the age of majority (typically 18 years old) – obtain signature from a parent or guardian;
- 3) any person who may not have capacity to enter into a contract – obtain signature from a legal guardian;
- 4) any location or situation where there is an expectation of privacy, such as in a person's home;
- 5) any photograph that reveals a private or potentially embarrassing fact, such as an intimate family or financial matter, or something a person does not or potentially would not want other people to know;
- 6) any person or group of people holding a belief (religious or otherwise) that restricts photographs being taken (e.g., Amish, Aboriginals, etc.); and
- 7) any other highly sensitive situation, such as illegal or potentially illegal activities, accidents, or any situation known or reasonably known to spark a strong emotional response.

APPROVED PHOTO RELEASE FORMS

Below are the approved IEEE Photo Release Forms that should be used:

- [Photo Release Form \(General\)](#)
- [Photo Release Form for Minors](#)

QUESTIONS

Should you have any questions or require further guidance regarding this Policy or its subject matter, please contact the IEEE Legal Department at legal@ieee.org and the Corporate Communications/Brand Marketing team at corporate-communications@ieee.org. Please also contact Legal when a signing party wishes to amend a release. The Legal team will work with the Corporate Communications and Brand Marketing team as needed.