General permission guidelines for use of photos and videos

When using photographs and video of individuals in your promotional materials, media, website or social media, it is important to consider if a video/photo release form is required before the photograph is published or otherwise made publicly available.

These general guidelines were developed by the University of Nevada, Reno Office of Marketing and Communications and the General Counsel’s Office.

WHEN IS A RELEASE FORM REQUIRED?

A release is generally required if students, faculty and staff are:

- The primary focus of a video/photograph, are recognizable, and/or have been recruited specifically to serve as subjects/models.
- Minors (i.e., anyone younger than the age 18). It is very important to obtain a release/consent form for minors from their legal guardian. If this is not possible, kindly ask the minor to sit the photo out.
- Current students, faculty and staff 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 Mathewson-IGT Knowledge Center and you want to take a photograph of the group.

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

If a video/photo release form is not practical:

- Make sure the subject is aware that you are taking their photo/video and always ask for a verbal consent.
- Inform attendees ahead of time that their photographs will be taken.
- Post signage at event entrances that states: “Video/photos will be taken at this event and potentially used in University promotional materials. By attending this event, you consent to have your photo taken and allow the University of Nevada, Reno to use this photo and/or video. If you don’t want your photo taken, please let organizers know.”

Consider verbiage on the following:

- Commencement applications
- Athletics tickets
- Event tickets

Questions about the use of video and photographs can be directed to the University’s Office of Marketing and Communications.

www.unr.edu/marcom