

6.H-2008 Collection, Use and Disclosure of Photographs, Videotapes and Audiotapes

1. Purpose

To ensure that the collection, use and disclosure of photographs, videotapes and audiotapes proceeds in a manner designed to protect the privacy of students, staff, faculty and external stakeholders and comply with Alberta's *Personal Information Protection Act*.

2. Policy

St. Mary's University recognizes that illegitimate access to personal information can harm the reputation, financial status and/or physical well-being of an individual. With that in mind, the University accepts responsibility of protecting the personal information held about staff, faculty, students and external stakeholders.

The information contained in photographs, videotapes and audiotapes (hereafter referred to as electronic media) is considered "personal information". If an employee of the University takes a photograph of an individual or individuals, videotapes individuals or makes an audiotape of individuals' voices, the University is collecting personal information.

This policy outlines the principles and practices followed in collecting, using and disclosing electronic media. This policy applies to the institution of St. Mary's University as well as any person or organization providing services on our behalf. A copy of this policy is provided to any individual on request.

2.1 Public Events

Public events are activities that are open to the general public such as a graduation ceremony, sporting event or cultural program. If the University collects electronic media at a public event solely to document it, a release is not required. However, it may be appropriate to acquire one simply to provide an extra measure of permission. At the very least, an announcement will be made or a notice posted indicating that photographs are likely to be taken or that the event is likely to be recorded (taped).

Approval Authority	Responsible Office	Effective Date	Date Last Revisited	Review Frequency
Board of Governors	Human Resources	No Date	No Date	Every 5 years

Notwithstanding the above, if an individual attending or participating in such an event, explicitly requests that the information (in this case, photographs or tapes)

not be collected, the University must abide by that request. If the individual is a participant in the event, such as a speaker, the portion of the event that involves the individual cannot be recorded. This could, in effect, be the entirety of the event. If the individual is an attendee at the event, the event can still be recorded provided that the individual is excluded from all recordings.

If the University collects electronic media at a public event with the intention of using it for promotional activities (e.g. brochures, newsletters, web sites and other forms of communications) it may be used only with the express written consent of the individual (or their guardian). Individuals may revoke this consent, in writing, at any time.

Electronic media of individuals attending or participating in these public events may also be taken by the public-at-large, including journalists, reporters, videographers and other members of the media. The University cannot control or prevent the use or further distribution of these photos, videos, images or other personal information by those who access the information.

2.2 Private Events

Where electronic media are produced at a private event (e.g. a rehearsal, a practice or a class room situation), a release form that outlines the type of media that is being captured, the purposes for which it is going to be used and contact information for someone who can answer questions about the collection and use must be signed by those involved. Individuals may revoke this release, in writing, at any time.

The electronic media must not be used or disclosed for purposes that were not identified in the original release form, unless the individuals involved provide written consent to the new use or disclosure.

2.3 Portraits

If an individual is asked to provide a photograph of him/herself, e.g. for posting on a website, the request for the photograph must be accompanied by a written consent form.

St. Mary's University assumes consent for the production of university identification cards when an individual volunteers to have their photograph taken. These

photographs are not retained by the University after generation of the identification card nor are they used for any other purpose.