



**UNIVERSITY OF DENVER
POLICY MANUAL
PHOTOGRAPHY/VIDEOGRAPHY ON
UNIVERSITY PREMISES**

Responsible Department: Division of Marketing & Communications
Recommended By: Vice Chancellor for Marketing & Communications, Senior Vice Chancellor for Legal Affairs and General Counsel, Vice Chancellor for Information Technology, and Executive Director of Enterprise Risk Management
Approved By: Chancellor

Policy Number
MCOM 15.10.010

Effective Date
11/14/2022

I. INTRODUCTION

- A. This Policy sets forth the scope of photography and videography services available to the University and the instances when photographers and videographers working on behalf of the University can take photographs and videos in public with implied consent.
- B. This Policy also sets forth requirements for photography/videography by non-University personnel and by members of the University community for private, non-profit, commercial or newsgathering purposes.

II. POLICY OVERVIEW

- A. Staff Photography and Videography Services
 - 1. It is the Policy of the University to restrict the use of staff photography and videography to the representation, marketing or promotion of University-related activities.
 - 2. University photographer(s) and videographer(s) are available to photograph and videotape University-sponsored events and individuals for University publications, marketing initiatives, events and publicity. In the event that internal resources are not available, a recommendation for University-approved external providers may be provided as an alternate.
 - 3. University clients may request staff photography and videography services through official University photography and videography services providers. The primary providers of photography and videography

services are:

- [Marketing & Communications](#); and
- [Digital Media Services](#)

In addition to Marketing and Communications and Digital Media Services, there are several departments (identified in the Resources/University Providers section below) that have dedicated staff photographers and videographers.

4. The University client will be required to pay for: (a) any fees associated with University-provided photography and videography services, (b) freelance charges when applicable, and (c) print processing, delivery and mailing.

B. Permission to Photograph on University Premises

1. The University is located on private property; thus, any photographers or videographers who are NOT members of the University community may obtain photos/video on University Premises ONLY with permission of:
 - a. The subject(s) of their photography/videography;
 - b. The cognizant building/office/department/school administrator; and/or
 - c. The Division of Marketing & Communications.
2. Amateur photography/videography by members of the University community and guests/visitors at University events is generally allowed, provided that the photographer/videographer has permission of photo/video subjects or is photographing/videotaping general crowd shots of an event considered open to the public. Any photography/videography that is disruptive, intrusive or out of compliance with University policies should be reported to Campus Safety.

C. Consent to Photograph/Video Individuals and Groups

1. Implied Consent

It is not necessary to obtain a photography/videography release for any individual or group photographed/videotaped in a venue or at an event considered open to the public. This includes all public spaces across campus from exterior walkways, to entryways, atriums, sports fields, and classrooms. Persons may be photographed from a distance without their explicit consent except when they have secluded themselves in places where they have a reasonable expectation of privacy (for example, in dressing rooms, restrooms, medical facilities, homes, and residence hall rooms).

2. Consent Required

- a. *For University students* - Use of photos and/or video of individual students or a group of students in a private setting, where clearly identifiable, requires a written release. However, provided that a student has not requested that the University maintain the confidentiality of the student's directory information, the University is not prohibited by the Family Educational Rights and Privacy Act (FERPA) from using and publishing photographs and/or videos of the student solely for University purposes.
- b. *For adult campus visitors* - Upon arrival to the University's campus, adult visitors give their implied consent to the University to use any photo(s)/video(s) in any lawful purpose as detailed above. Photograph(s) and video footage may be obtained in both informal and formal settings.
- c. *For visitors who are minors* - Images of a minor(s) require a written release from the minor's parents/legal guardians, if the photo is only of one or a few children that are recognizable or identifiable, as compared to a very large crowd.

III. PROCESS OVERVIEW

A. For Photography and Videography Services:

1. All requests for photography and videography services will be reviewed by the applicable University provider to confirm that the client has a specific institutional need for photographs/videos and that the photographer's/videographer's time is used in a way that best serves the University's needs.
2. If a University photographer/videographer is unavailable for a University client, the University Provider can recommend a freelance photographer/videographer. The University client is responsible for contacting the freelance photographer/videographer and paying for their services should they choose to proceed. The University maintains rights and ownership of all imagery captured with University funding.

B. For Permissions to Photograph/Video/Film on Campus:

- a. Outside photography/videography must be cleared by the Division of

Marketing & Communications by emailing marcomm@du.edu. Additional parties may also need to grant permission as noted below.

- b. Conference & Events Services must be notified any time photography/videography will take place in building interiors where classroom or other meeting space must be reserved and paid for through the Conference and Events Services.
 - c. Assets gathered by outside media must be cleared through the DU Media Relations Hotline at 720-608-0240, specifically. In addition, the [Division of Campus Safety](#) may be notified in the event news media will be on campus, and the Division of Marketing & Communications requires support from Campus Safety or believes a general awareness would be pertinent.
- C. All questions or concerns relating to the University's photo/video release policy should be directed to the University's [Office of the General Counsel](#).

II. DEFINITIONS

- A. **“Media”** means broadcast news crews, documentary film crews, photojournalists, authors.
- B. **“Photography”** means the action of taking photos/pictures, using digital or traditional means.
- C. **“University Community”** includes but is not limited to: administrators; alumni; University student journalists; donors; faculty; guest lecturers; paid contractors; staff; students and their families; and trustees.
- D. **“University Premises”** includes, but is not limited to, all indoor and outdoor common and educational areas, all University-owned, leased, or operated facilities, University-owned or operated housing (including but not limited to University property leased to University-recognized fraternities and sororities), campus sidewalks, campus parking lots, recreational areas, outdoor stadiums, and University owned or leased vehicles (regardless of location). University Premises does not include municipal property that goes through or is adjacent to campus, such as sidewalks or alleys.
- E. **“Videography”** means the action of capturing video.

IV. RESOURCES/UNIVERSITY PROVIDERS

- A. [Marketing and Communications](#)
 - Photography
 - Videography

B. Digital Media Services

- <https://www.du.edu/it/services/digital-media-services>
- <https://www.du.edu/it/services/digital-media-services/video-capture-production>
- <https://www.du.edu/it/services/digital-media-services/video-creation-studio>
- <https://www.du.edu/live-video>

C. Athletics and Ritchie Center Events

D. Newman Center for the Performing Arts

Revision Effective Date	Purpose