

Lewes Public Library Policy for Taking and Use of Photos of Patrons

Adopted by Lewes Library Board of Commissioners 11/12/08

The Library uses photos of patrons in its publications, display spaces, and web site to promote the value, and use of library products and services. Taking photos of patrons is encouraged and puts the Library at no legal liability. The following guidelines however, should be followed.

Photographing Groups of Adults/Children Using the Library

No permission is needed to take photos of crowds using the Library or attending programs.

Photographing Adults

If photographing one adult or a small group (3 or less), ask first if they mind having their picture taken. No written consent is needed. Verbal consent is solicited as a goodwill gesture, but it is not legally required. Let the adult know that the photo may be used in future Library publications, on the Library website or in the local newspapers.

Photographing Children Under Age 18.

If photographing one child or an identifiable group of children get verbal parental consent prior to taking the photo. Written parental consent is required if the photo is to be used in Library display space, Library publications, on the Library website or in the local newspapers, and written consent is required before a child's name can be identified. A copy of the consent form is attached to this policy statement.

Photo notification and opt out options:

We will include the following phrase on library program guides, announcements, newsletter, tickets for special programs and on the website:

"SMILE! Your attendance at programs sponsored by the Lewes Public Library may be digitally recorded through photographs or video recordings. These images may be posted on our website, in our newsletter, by local newspapers or ultimately on the World Wide Web. If you do not wish your image to be published, please notify a member of the Library staff before or immediately after the program. No individual identification will be used unless the library has a signed parental consent photo release form for those under age 18."

LEWES PUBLIC LIBRARY
111 ADAMS AVENUE
LEWES DE 19958
302-645-4633

Photo Release Form

I hereby give permission for photos taken of my child/children at the Lewes Public Library, or activity sponsored by the Lewes Public Library, to be used by the Library in its publications, press releases, display spaces, and web site to document and promote the value and use of library products and services.

Name: _____

Address: _____

Phone: _____ Date _____

SIGNATURE OF PARENT
OR
GUARDIAN: _____

NAME OF CHILD UNDER 18: _____

- May be identified by full name
- Please identify by first name only
- Please do not identify by name

Reference From PUYAC Listserve:

We no longer keep photo release forms on file. We now include the following phrase on our program guide, the library newsletter, and tickets for special programs:

"SAY CHEESE! Your attendance at programs sponsored by the Geneva Public Library may be digitally recorded through photographs or video recordings. These images may be posted on our website, in our newsletter, by local newspapers or ultimately on the World Wide Web. If you do not wish your image to be published, please notify a member of the Library staff before the program."

We have a large TV in our youth area that runs a PowerPoint photo show all day and serves as an excellent marketing tool for programs and services. We have photos on flickr (and links from our website), and we also recently redesigned our website to be more dynamic - including more photos that will change more often. It's a great way to draw patrons to our site.

We could not possibly keep up with all of this if we had to get a form signed every time we took photos. That said, we do give people the ability to opt out - and we don't use children's last names in our publicity. Many libraries in our area (western suburbs of Chicago) moved to this type of blanket statement in recent years. Our attorney thought it was fine - and I don't know of any problems at area libraries since the blanket statements went into affect. This saves us so much time and allows us to use wonderful photos that we otherwise couldn't use (because we didn't know who everyone

was).

You each know your communities best, though. I recommend speaking with your library's attorney before making big changes. Good luck!

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