



<p>Team Name: Corporate Communications/French Language Services</p> <p>Team Lead: Regional Director – Communications &amp; FLS</p> <p>Approved by: Executive Director – Communications &amp; FLS</p>	<p>Reference Number: ORG.1110.PL.004</p> <p>Program Area: Corporate Communications/Community Engagement</p> <p>Policy Section: Corporate Communications</p>
<p>Issue Date: December 3, 2014</p> <p>Review Date:</p> <p>Revision Date: January 17 2017</p>	<p>Subject: Photography and Videography of Clients and Staff for Public Relations Purposes</p>

**POLICY SUBJECT:**

Photography and Videography of Clients and Staff for Public Relations Purposes

**PURPOSE:**

Southern Health-Santé Sud recognizes that photography and videography of clients and staff is an effective component of public relations activity and is encouraged with policy considerations listed below.

**BOARD POLICY REFERENCE:**

Executive Limitation 1 (EL-1) – Global Executive Restraint & Risk Management

Executive Limitation 2 (EL-2) – Treatment of Clients

Executive Limitation 10 (EL-10) – Public Relations

**POLICY:**

1. Any filming or photography shoots are approved by the respective site/program/service. In all cases of recording, care must be taken to respect the dignity of the client/staff (see ORG.1110.PL.003 Media Relations and Enquiries).
2. Preference is to photograph/videograph staff/clients from the back. In such case, consent is not required.
3. In instances where clients agree to be interviewed/videographed by the media in still or moving footage, a signed Consent to Disclose Personal Health Information will be obtained from the client. This duly-signed form becomes part of the client's file.
4. In instances where staff/clients agree to be interviewed/videographed for public relations purposes (photo shoot, news article, etc.), a signed Photo-Video-Audio Release Form is completed and signed by each subject who is photographed/videographed. The duly completed Photo Video Audio Release Form (ORG.1110.PL.004.FORM.01) and photograph/video is maintained on file by the respective site/program/service for future reference as required. Original digital files and corresponding consent forms are logged/stored by the originator for future reference as required.
5. Images that have inadvertently picked up the identifiable images of another client (s) who has/have not consented are not published.

6. For public functions (i.e. public meeting, conferences, etc.), appropriate signage (Photo Video Audio General Poster [ORG.1110.PL.004.SD.01](#)) is posted and displayed upon entering to advise that photos/video footage may be taken. For such events, signed consent forms are not required.
7. Clients/staff have the right to withdraw written consent for use of their photos/recordings at any time. If a client/staff decides to withdraw consent, the digital files are destroyed, noting that existing/disseminated publications cannot be withdrawn.

**SUPPORTING DOCUMENTS:**

Consent to Disclose Personal Health Information

[ORG.1110.PL.003](#) Media Relations and Enquiries

[ORG.1110.PL.004.FORM.01](#) Photo Video Audio Release Form

[ORG.1110.PL.004.SD.01](#) Photo Video Audio General Poster