Photo/Video/Audio Guidelines

Use these guidelines to ensure compliance with provincial privacy and copyright legislation when taking photographs, video and/or audio recordings of identifiable individuals.

Please note that it is the responsibility of the University unit planning the event to ensure that the appropriate notifications and consents are in place.

Plan Your Event/Course/Lab/Research Project

If you want to take photographs (“images”), video and/or audio recordings (“recordings”) of participants at a University-affiliated event, course, lab, or research project (“event”), make sure you answer the following questions during your planning stage:

1. Who are you taking images and/or recordings of?
2. How will the images and/or recordings be used?

Create Proper Notifications

Review the Photography and Video Notification webpage for instructions on how to provide appropriate notification for your event based on your answers to the questions above (Plan Your Event/Course/Lab/Research Project).

Create notices for your event: Sample Notice of Photography.

Collect Appropriate Consent and Waivers

Review the Photography and Video Consent webpage to determine what type of consent is required.

The University unit hosting must download a copy and pre-fill the appropriate fields on the first page before getting the individual(s) to read and sign it

Download a copy of the Photography/Video Consent and Waiver.

Pre-fill the following fields on the Photography/Video Consent and Waiver:

- Event Description, Location, and Date fields;
- Type of images and/or recordings that will be collected (photograph, video, audio); and
- Check the boxes that represents the uses of the images and recordings being collected at the event based on what was determined in your planning stage, and/or fill out the field “Other”.

Print copies of the pre-filled consent form double-sided, and provide it to the appropriate individual(s) for their review and signature.
Plain Language Version of the Photography/Video Consent and Waiver

The University unit must ensure that it provides the individual(s) with sufficient time to read and understand the consent form, and ask for clarification as needed.

A Plain Language version of the Photography/Video Consent and Waiver has been developed and is available to the University units and the individuals signing the form.

Audio-Visual Services at the UM

If you require the services of the Audio-Visual department at the UM, book your audio-visual needs through the IT Service Desk catalogue.

Please note that the Audio-Visual department is not responsible for collecting the signed consent forms.

Copyright

If your event will include original content created by a presenter (such as a lecture, PowerPoint presentation, recitation of an original poem, etc.), the presenter must agree to the Intellectual Property section in the Photography/Video Consent and Waiver prior to recording the event.

The presenter is responsible for ensuring that their presentation is copyright compliant under the Photography/Video Consent and Waiver, and will often need to secure permission to use content created by someone else in a recorded event. If you have any questions about the copyright compliance of materials used in an event, consult with the Copyright Office prior to using the recording.

Retention of Consent Forms, Images and Recordings

The retention guidelines for the consent forms are found in the Information Guide to Waivers and Informed Consent Forms. Be sure that the original signed consent forms are retained and managed by the University unit that planned the event.

The retention of the images and recordings collected at the event will likely fall under one of the Common Records Schedules, such as Community Life Common Schedule, External Relations and Services Common Schedule, or Teaching and Learning Common Schedule.

If the images and recordings are collected as part of an approved research study, the appropriate retention and final disposition must be outlined in your REB proposal. Refer to the guidelines set out by the Human Ethics Resource Committee (HREC) for information regarding the use of photographs and videos in conjunction with your research project.