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**Procedure Title:** Photo/Video Release Policy  
**Procedure Number:** 02-2016-0001  
**Board Policy Reference:** IV.A. General Executive Direction  
**NWCCU Standard:**

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**Accountable Administrator:** Director of Marketing/ Communications  
**Position responsible for updating:** Director of Marketing/ Communications  
**Original Date:** 02-09-16  
**Date Approved by College Planning Council:** 09-28-22  
**Authorizing Signature:** *original signature on file*  
**Dated:** 09-28-22  
**Date Posted on Web:** 09-29-22  
**Revised:** 09-2022  
**Reviewed:** 08-2022

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**Purpose/Principle/Definitions:**

Blue Mountain Community College (BMCC) uses photographs, photographic images, names, and audio and video recordings of employees and students for general publicity in publications, on its website, on social media, in public relations, promotions, publicity, and advertising, etc.

BMCC does not collect release forms from its students, employees, or guests for the use of images or films taken in public places on campus or at college associated activities in public spaces. Any employees, students (or the parents or guardians of such persons, if under age 18), or guests who do not want to be photographed or recorded, or to have their names, voices, or biographical materials used in connection with any such recording, must notify the Marketing/Communications Office at BMCC.

In addition, employees, students, and guests who do not want to be photographed or recorded, and who have notified the Marketing/Communications Office in writing, are responsible for removing themselves from the area in which photographing/recording is occurring or notifying the camera operator of their opt-out status. Failure to do so may result in the individual's inclusion in a photograph or recording; it will be deemed equivalent to a release and will allow the college to use that photograph or recording as it chooses.

**Special Forms:**  
Photo Opt Out Release for BMCC Students and Employees  
Photo Talent Release for Guests External to BMCC