

General Guidelines for use of photos

- **Rights:** Full rights to photos taken by FSCJ's staff photographers belong to the College. Photographs may be used for any and all uses in print or online media. FSCJ staff who hire freelance photographers should ensure that full-usage rights to the images belong to Florida State College at Jacksonville as part of the terms of your request for purchase.

- **Photo releases:** Photos taken in public places, for purposes of news or general information, do not require photo releases. Photos used to *advertise* products or services of the College may not require releases when the focus of the photo is a location or event, not a person. *Examples:* a group of students at a Florida State College at Jacksonville extra-curricular activity; a group of alumni at a fundraising event; students walking on the exterior of one of the campuses or centers.

When an individual's face is featured in such a way as to be clearly recognizable, and appears to *endorse* FSCJ's programs, the best practice is to obtain a signed release, to be stored with records of payment for the ad or publication. *Example:* An individual who is highlighted on a special scholarship award brochure (implies the featured individual received a scholarship).

Any *advertising* use of images that include minor children under 18 years of age, or hospital patients, require a signed photo release, to be filed with records of placement and payment for the ad or publication. If a release and other identifying information is not available, include "photo illustration" in a caption or credit, to be clear that the individual is shown for illustrative purposes only.

Staff may obtain and store releases over and above these guidelines if they feel it is in their best interest.

- **FSCJ General Photo & Video release form:** (link to new PDF release form)

- **Commercial Stock:** FSCJ generated and owned photos are preferred, but stock images may be used when such use makes sense. Make sure to understand and obey all usage limitations under the terms of the stock purchase. Royalty-free stock is recommended. Rights-protected stock may not be shared or used in any way not specified in the purchase agreement.

- **FSCJ Stock:** FSCJ staff should make sure that FSCJ's stock images are used appropriately. Example: Don't imply that people in FSCJ photos belong to one college when they in fact are part of another. Check the photo content to ensure it is accurate and appropriate – do not misrepresent FSCJ students or personnel.

- **Photo requests from outside the College:** External media outlets, businesses and others may request permission to use FSCJ photos. FSCJ photography is the property of Florida State College at Jacksonville and should be credited with the College name, or College and College photographer name as shown:

Florida State College at Jacksonville Photo, or Photographer Name | Florida State College at Jacksonville

- **FSCJ information regarding copyright:** <http://www.fscj.edu/discover-fscj/gov-admin/policies-and-procedures/copyright/>