

In order to minimize legal risk, the university is increasing scrutiny of marketing permissions, copyright protection, and compliance of copyrights. With that in mind, several AAD staff were tasked with how to best communicate appropriate guidelines and make sure AAD is leading in these efforts in the work we do.

Below are the guidelines that AAD leadership and the Office of University Counsel have approved for our division moving forward:

- **Overall Event Guidelines:** If you're going to have photography or videography at your event, it should be expected that anyone at that event could appear in a photograph or recording. In order to cover Cornell, the following recommendations should be implemented by July 1, 2020:
 - Add a toggle button to online registrations that will allow attendees to opt-out of being photographed. Staff will need to provide a printed red dot or red sticker on the name tags of all attendees who have opted-out. This will signify to the photographer that they are not to be photographed.
 - Create and place signs at all main entrances to your event stating photography and/or videography is happening, and, by entering, guests give us permission to use their image in these recordings. (See sign examples in the link below from Events Management)
 - Even if an attendee gives us permission to photograph or record them, they always have the right to come back to us and ask that some or all photos of them not be used. We need to respect that request.
 - Photos and recordings of minors ALWAYS need a signed waiver from their parent or guardian. It's important for the photographer or videographer to get permission from parents or legal guardians BEFORE taking photos/video.
- **Live Stream/Recorded Presentations:** All visual/audio presentations (including but not limited to PowerPoint, Keynote, video, audio, or images) or podcasts can only be recorded or live-streamed if the speaker has secured the broadcast rights to all of the material they present. The onus is on the presenter to secure the rights to the material. If they do not, the material cannot be streamed or recorded.
 - Presenters must also sign the Performance Agreement document. (see in link below)
Staff should send the signed document to Adam Murtland, so it can be archived.
- **Photography:** When photographing a student or alumnus(na), who are the main subject(s) of a photo, you may need to have them sign a photo waiver. This guideline is much more subjective, so below are the situations when you must have a signed waiver and others when we recommend getting a signed waiver, when possible. (see waiver in link below)
 - Must have signed waiver:
 - Photoshoots of an individual(s) or small group of students and/or alumni subjects
 - Photos of student(s) and/or alumnus/alumna making a presentation
 - Photos of any student(s) and/or alumnus(na) on campus who are alone in an area and easily identifiable (ex: three students working at a table in a library)
 - Anyone that you know to be a resident of the European Union or the U.K.
 - Photos of minors (under 18 years of age) need a signature from a parent or legal guardian
 - Photos that will be used for marketing or in connection with other revenue-generating activities
 - Attempt to get a signed waiver:
 - Photographing a group of alumni that have separated themselves from the larger event (ex: alumni that are tailgating at Homecoming)

- Signed waivers not needed:
 - Large crowd shots during events
 - Most outdoor events (either on campus or around the U.S., only if they are public events vs. private. When in doubt, get a signed waiver if a person is easily identifiable)
- **Videography:** The performance license that Cornell has with music companies does not allow for posting these performances online. Streaming licenses are separate and require an additional cost that may vary based on the song, the location online, and the duration of availability.
 - The use of copyrighted music in videos is NEVER allowed unless you have purchased the streaming rights for that music.
 - **Waivers:** Follow the photography guidelines above.

Overall, our division has already implemented many of these practices. As such, these should help you do your jobs without fear of legal action toward the university. If you have any questions, please don't hesitate to contact any one of us.

You can download all of the above referenced documents in [this Box folder](#).

Thanks,

Kristen Ciferri, Chris Kelly, Adam Murtland, and Michael O'Neill