

EAST COUNTY FIRE & RESCUE

Policies, Procedures, and Guidelines

SUBJECT: Taking of Photos and Video

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APPROVED BY:


Board Chair

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POLICY:

The creation or taking of photos and videos, at emergency scenes and on the fire ground, shall be allowed but only with the permission of the incident commander or a Chief Officer. Ideally, such permission should be obtained in advance, i.e. before taking the photo or video. In the creation or staging of the photograph, all members shall be mindful of the need to depict only those portions of the patients' anatomy needed for the training or educational purpose of the photo. Since all department members are trained to be protective of patient privacy and confidentiality, every effort will be made to protect patients and other members of the public from intrusive media attention or photography, within the parameters or boundaries of the emergency scene, to the extent practical. It is recognized, however, that it is not possible or appropriate to prohibit other persons (non-members of the department) from taking photos or videos from or in other public places, near but outside of the emergency "perimeter". Taking photographs or videos of department personnel, equipment or facilities for private or commercial use without prior written permission of the Fire Chief is strictly prohibited.

Use of Department Photos or Video

Photographs or videos taken at emergency scenes by department members shall only be used for training, quality assurance, or education (including public education, when permitted). Under no circumstances, should such media be shared with, or shown to, nonmembers of the department, except with the prior written approval of the Fire Chief or his designee. This limitation applies also to mutual aid calls involving members of other departments. Photos or Video taken by department members may only be shown or included in public education media, such as election materials, open house posters, newsletters, and the like, when patients are visible, if such depictions of patients are minimal, or if more than minimal, used with the written permission of the patient. A "minimal" depiction of a patient means that the viewer cannot in any manner identify the patient, and can visualize little or no part of the patient's unclothed anatomy, even by using magnification. Non-emergency photos or video may be included in such publication education media, but the privacy interests of the public should still be considered.

Disposition of Photos and Video

Once such photos and video have served the training, quality assurance, or other educational purposes for which they were created, they should be destroyed and/or deleted from the memory of whatever medium in which they are stored.

PHOTO/VIDEO USE RELEASE FORM

I, _____, hereby grant and authorize East County Fire and Rescue the right to take, edit, alter, copy, exhibit, publish, distribute and make use of any and all pictures or videos taken of me to be used in and/or for legally promotional materials including, but not limited to, newsletters, flyers, posters, brochures, advertisements, fundraising letters, annual reports, press kits and submissions to journalists, websites, social networking sites and other print and digital communications, without payment or any other consideration. This authorization extends to all languages, media, formats and markets now known or hereafter devised. This authorization shall continue indefinitely, unless I otherwise revoke said authorization in writing.

I understand and agree that these materials shall become property of East County Fire and Rescue and will not be returned.

I _____ hereby hold harmless and release East County Fire and Rescue from all liability, petitions, and causes of action which I, my heirs, representative, executors, administrators or any other persons may make while acting on my behalf or on behalf of my estate.

Signature

Date