
Model and Testimonial Release

Policy Number:	3106
Key Process Area:	Marketing & Creative Services
Owner:	VP SIE
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POLICY STATEMENT

New Brunswick Community College (NBCC) uses photographs, videos, audio, artwork, and testimonials of individuals for the purpose of promoting the College. NBCC has a responsibility to gain written consent for the use of an individual's identifiable image, artwork, and/or related personal information for promotional purposes.

PURPOSE

This policy clarifies why and when written consent needs to be gained, as well as storage and retention considerations.

SCOPE AND LIMITATIONS

This policy applies to anyone who captures photographs, videos, audio, artwork, and testimonials on behalf of NBCC.

1.0 DEFINITIONS

Advertising

- encompasses any materials or electronic medium used to promote NBCC programs, services, ideas or events. Advertising may take the form of posters, signs, banners, flyers, brochures, visual aids, promotional items and clothing, print collateral, web sites and content to support marketing plans and strategies.

Social Media

- refers to online tools and services that allow any internet user to create, share, repurpose and publish content; collaborate, communicate and interact with content and other users; and participate in personal and professional networking.

Model

- an identifiable person captured within a photograph, video, audio, artwork, or testimonial used for the purpose of promoting NBCC.

2.0 IMPLEMENTATION

2.1 Consent

Consent using the Model and Testimonial Release Form should be gathered when:

- Taking a photograph, video footage, an audio recording, testimonial information, or creating artwork
- An individual can be identified within the content
- The content is intended to be used for promotional purposes

Promotional purposes include but are not limited to:

- Traditional advertising, e.g. billboards, print, radio
- Digital advertising, e.g. website content, online advertisements, email newsletters
- Recruitment materials
- Editorial content
- Organizational publications, e.g. Annual Report

Consent is not required for use of such content on social media.

Consent can be gathered either in written or electronic format.

An individual can withdraw their consent at any time, in which case the content that contains their identifiable image or personal information should not be used further.

2.2 Events

NBCC will, where appropriate, inform attendees that photographs, video footage, audio recordings, artwork, or testimonials will be taken at an event by placing visible signage at the event. Consent via the Model and Testimonial Release Form is not required at events.

2.3 Individuals Under 19

Parental or guardian consent is required to take photographs, video footage, audio recordings, artwork, or testimonials of individuals under the age of 19.

2.4 Media

While the Model and Testimonial Release Form states that the individual agrees their information can be passed onto media for follow-up enquiries, NBCC will contact the individual first to confirm.

2.5 Storage

The original content files and consent forms will be stored as appropriate on NBCC's shared drive, within a secure file sharing account, or on the College's premises. Approved employees will have access to the content and the consent forms for use, and in cases of requests to information by the associated individuals. Content and consent forms will be stored within the same location where possible to control the management and security of information.

3.0 OTHER RELATED DOCUMENTS

Model and Testimonial Release (3106.4989)

Privacy and Access to Information (4139)