

	Policy on Photography and Video Imaging of Facilities at Ross University	Effective:	03/15/07
		Originator	N. Sean Fox
		Last Updated:	03/15/07
		Updated by:	N. Sean Fox

1. Policy and Procedure document

1. Purpose:

1.1 The purpose of this Policy is to ensure that any type of photography such as still pictures, video and film recorded or broadcast by any means including storage by electronic media which occurs in, or around the facilities of Ross University is approved by the Campus Dean. Such photography must not interfere with the educational, scholarly or administrative functions of the institution, or impair any individual's right to privacy.

2. Scope:

- 2.1. This procedure applies to all visitors, faculty, staff and students. Permission to shoot is required in all circumstances. This includes, but is not limited to, residence halls, dining areas, classrooms, laboratories, administration buildings and outdoor teaching areas including animal holding, treatment, and surgery or pasture facilities. Photography of animals or procedures involving animals is strictly prohibited, unless it is allowed by a particular course syllabus for educational purposes. Any pictures are not for publication or distribution unless approved by the Campus Dean.
- 2.2. Students found to be in violation of this policy are subject to institutional discipline up to and including expulsion.

3. Procedure

3.1 Photography is generally permitted in outdoor, public areas of campus, except those involving any of the above prohibited subjects. Prior permission from the Campus Dean is required when (1) the photography is for commercial purposes; (2) the photography will record a Ross trade name, trade mark or logo; (3) the photography is intended for a political purpose; or, (4) the photography will require set up of any equipment which could impede normal activities on campus. Photography shall be considered to be for commercial purposes if it is intended to

- be sold or otherwise exchanged for value, or is for any use that could imply endorsement of a product or service. Photography will be considered to be for a political purpose if it is used or intended to support or oppose either a candidate for any public office, or any particular point of view on an issue of public concern or debate.
- 3.2 Photography for films or videos may require submission of storyboards or scripts prior to approval. All photography permissions are for designated times and dates. Ross does not guarantee that any specific area or activity on campus will be available at the requested time or date. All photography permission by Ross University must specify designated times and dates in writing and be signed by the Campus Dean. Ross University may withhold its permission or require conditions for its permission at its discretion.
- 3.3 Permission of Ross University does not include or imply any permission to photograph any individual, regardless of whether such person is a staff member, student or visitor to the Ross facilities. Photographers are reminded that they need to obtain the permission of each individual photographed and that commercial use of an individual's image or likeness typically requires written consent of that individual.
- 3.4 In the event of an incident or emergency requiring police, fire or other emergency response personnel, access to areas previously open to photographers may be barred or limited to allow emergency personnel to ensure safety and security. Depending on the nature of the photography, the amount of equipment used and the location of the photography, proof of general liability insurance may be required. Specific contractual arrangements must be negotiated in advance.

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