

NCSY Photo and Video Standards

October 25, 2019



I. Usage Rights and Permission

From time to time, NCSY employees and volunteers photograph and/or video individuals, including minors, who attend NCSY's events, programs, and other activities. The guidelines set forth below should be followed in connection with the taking and/or use of photographs and/or videos at any NCSY function. These are general guidelines and may not cover every situation. NCSY employees and volunteers are expected to use their best judgment when taking and using photographs and videos in connection with NCSY events, functions, and other activities.

Except in limited circumstances (set forth below), **NCSY requires all employees and volunteers to obtain a signed written release from individuals, including from parent(s) or guardian(s) of minors, prior to taking or using photographs or videos of individuals who participate in NCSY events, programs, and other activities.** If you have any questions or are not sure whether a photograph or video can be taken or used, you must check Rina Emerson (emersonr@ncsy.org)

Use of Images Where No Release Was Obtained:

If there is no release on file signed by the individual (or the parent or guardian of the individual, as applicable), then a photograph or video of the individual must **not** be used if:

- ▶ The photograph or video includes minors under the age of 14
- ▶ The photograph or video is intended to be used by NCSY for commercial or promotional purposes. It is important to obtain a release from all individuals (or their parent or guardian) who are clearly depicted in any photograph that will be used for any type of commercial or marketing purposes, including but not limited to use in print materials, on the NCSY website, or in social media posts that are promotional in nature. (Note that simply posting a picture of an event on social media is not considered to be promotional.)
- ▶ The photograph or video is in any way embarrassing or displays activity that is private in nature
- ▶ The photograph or video involves an individual who has secluded himself or herself in a place where he or she has a practical expectation of privacy, such as in a restroom or dressing room
- ▶ The photograph focuses on a single minor
- ▶ The photograph contains a minor who is wearing a nametag in a photograph

If there is no signed release on file, and it is not reasonably practical under the circumstances to obtain a signed release, the photograph or video **may** be used under the following circumstances:

- ▶ The individual is 14 years of age or older and is photographed in a public place or at an event, where there is no reasonable expectation of privacy
- ▶ The photograph is not being used for any type of promotional or commercial purpose
- ▶ The photograph cannot be construed as being "embarrassing" in any fashion
- ▶ The photograph is used for the purposes of motivating, supporting, and engaging the community. For example, NCSY may post on its social media page a photograph of a group of high school students who are over 14 years old who attended an NCSY advocacy event. However, the same photograph may not be used in a printed NCSY brochure seeking donations or funding.

II. Social Media Usage Guidelines for Photographs and Videos

- ▶ Identifying information such as, for example, first or last name, physical address, email address, school name, etc. of anyone under 18 years of age shall not be included or associated with any photographs or videos posted or published in any way
- ▶ Before sharing an individual's social media post on an NCSY social media account, ask the individual for permission to share the post on NCSY's page. In addition, posts should only be re-shared on NCSY's social media pages if the post is set as public and it relates directly to an NCSY event, program, or other activity.
- ▶ If any individual changes his/her mind about granting permission for NCSY to use his/her photograph, always respect that individual's wishes. In the event an individual revokes his or her consent, ensure that his or her photographs are not used or made public, and delete the original file and any social media posts that involve such individual (or if it is a group photo, remove that individual from the group photo)

III. Modesty Standards

These standards are a reference for all public NCSY-related marketing and public relations materials, for both internal teams and contracted external partners. NCSY holds to standards of modesty in its marketing materials to ensure that all visuals reflect positively on the whole of NCSY and the Orthodox Union, and that materials are appropriate for all constituent audiences, be they public school, day school or yeshiva. These standards do not govern program-specific social media posts in private or parents-only galleries. No set of standards can possibly be complete, so please exercise your best judgement.

- ▶ **Skin**
 - For men: No bare midriffs; bottoms are required
 - For women: No visible skin beyond tops of knees (such as with long shorts) or mid-bicep
- ▶ **Mixing of genders**
 - Posing of mixed genders (group photos, activities, etc.) is acceptable. Direct personal contact, such as co-ed embraces, is to be avoided.
- ▶ **Clothing**
 - For women: Skirts are not required; and trousers and long shorts are acceptable for photos that are clearly of a public-school program
 - For all genders: Swimsuits are to be avoided
- ▶ **Photo captions**
 - When a photo represents public school-only programming, its caption should note, as for example, "TJJ public school program."

Please err on the side of caution. In case of doubt or if you have any questions, please contact Michael Appelbaum.