

## **SCHOOL OF VETERINARY MEDICINE PHOTOGRAPHY POLICY**

### **A. PURPOSE**

This section outlines the policy and procedures regarding requirements for photography or filming of patients, clients, visitors and employees in any UC Davis School of Veterinary Medicine (SVM) care facility (Veterinary Medical Teaching Hospital, Veterinary Medical Teaching and Research Center- Tulare, UC Veterinary Medical Center-San Diego, Gourley Center, etc.).

### **B. DEFINITION**

For the purpose of this policy, photography refers to any photograph or photographic reproduction, in any media, still or moving, including videotape, audiotape, live television, filming, and digital images, including the use of electronic devices such as mobile phones and other hand-held devices.

### **C. POLICY**

It is the policy of The University of California, Davis, School of Veterinary Medicine (SVM) that **no photography or filming of clients, patients or employees is allowed within any veterinary care building** unless it meets the requirements in this policy. This is intended to protect the confidentiality and privacy of patients, clients and employees while allowing photography and filming under appropriate circumstances. Photography will not be allowed if it interferes with the patient care or operations of the facility. Photography that cannot be categorized in the "Types of Photography" outlined below is not permitted in patient care areas.

### **D. PROCEDURE/RESPONSIBILITY**

#### **1. Types of Photography**

- a. Medical photography is used only for purposes related to the medical care of the patient, such as identification, diagnosis, or treatment of the patient. The client gives consent for such photography at the time of registration by signing the "Client/Authorized Agent Agreement for Examination and Treatment" form. A separate consent form is not needed.
- b. Photography for educational use is that used by SVM faculty or staff for their own teaching or research activities, for publication in a scholarly journal, or for general educational use. The client gives consent for such photography at the time of registration by signing the "Client/Authorized Agent Agreement for Examination and Treatment" form. A separate consent form is not needed.
- c. Photography for news and documentary purposes by news media organizations, campus organizations, non-profit agencies, documentary filmmakers or other entities is subject to approval and supervision by a SVM Communications Officer. Should a client or patient be involved, the client must give consent for such photography (see 2a, below).

d. Commercial photography means photography for external use in advertising, public relations, fundraising, commercial television or film or other commercial purposes. All commercial photography -- including that which is intended to promote SVM entities - - must be approved and supervised by a SVM Communications Officer. Depending on the project, the Communications Officer may indicate the need for additional approval from Campus Strategic Communications, Campus Legal, and a location fee may apply. Should a client or patient be involved, the client must give consent for such photography (see 2a, below).

e. Patient Photography is photography that is undertaken at the request of the client and is appropriate as long as the VMTH Communications Officer has been notified beforehand and has approved the photographs prior to sending to clients. The photography must not violate any other SVM policies or the privacy of other patients, clients, or employees, or interfere with the care of patients. Patient photography cannot include photography of other clients, patients or employees without their consent. If any SVM policies or the privacy of other clients, patients, or employees is violated by patient photography, the photography must stop. Photography of shelter animals needing placement in homes is acceptable if it has been approved by the faculty clinician overseeing care of the animal and that it does not violate any other SVM policies or the privacy of other patients, clients, or employees, or interfere with the care of patients. Care should be taken to avoid photography of other activities in the background.

## **2. Consent and Other Requirements**

a. The client or their legal representative must give written authorization for photography of their animal, except for medical or educational photography (which does not require a separate consent form).

b. This additional authorization grants ownership of the photographs to the SVM, and allows for their use in internal and external promotional materials. The SVM currently uses the "SVM Consent to Record" form below (and maintained on VMTH VIPER Site).

c. Authorization from the client is required in advance of the photography.

d. Appropriate notice must be given if filming occurs in any SVM facility, such as posting signs in public areas. All filming inside any SVM facility must be directly supervised by a SVM Communications Officer, or, in their absence, a campus Communications Officer. All media personnel must be escorted by this officer at all times.

e. If the photography includes third parties (other than the patient) such as employees, visitors, students or trainees, their consent must also be obtained. Patient photographs are subject to policies governing confidentiality of medical information. The authorization should be kept in the patient's medical record. A copy should be given to the client. For medical photography or abuse reporting, the photographs (including any negatives) should be maintained in the Medical Record.

f. A new authorization form must be signed for each new round of photography.

### **3. Abuse Reporting and Law Enforcement**

If photographs will be used for purposes of diagnosing or reporting possible animal abuse, consent is not required.

3/2021