

TITLE:	Photography and Videography of EPL Services and Spaces	POLICY: A-1037
AUTHORITY:	Chief Executive Officer	
Effective:	Reviewed:	Revised:
May 24, 2000	March 20, 2024	March 20, 2024

POLICY STATEMENT

This policy provides an overview of photography and videography for both Edmonton Public Library and public use.

EPL Use

Photography and videography are important ways that EPL promotes services, engages stakeholders and funders, and documents its history.

Library services are delivered to the public in-person, either at an EPL location or external venue, as well as virtually via digital channels such as social media. EPL may film or take photographs of staff delivering services, including virtual classes. Photographs and videos may be publicly available indefinitely as part of EPL’s website, newsletter and social media. Further, photographs and videos in the public domain may be viewed, downloaded, shared and/or used by third parties over which EPL has no control.

Staff who do not wish to be photographed or filmed for public use can opt-out of participation prior to the photograph or video being taken by informing their supervisor.

The Library posts signage in service points to ensure customers are aware that photography and videography may occur within the library, as per the Administrative Procedures identified below.

Terms and conditions for external performers filmed for virtual classes and events will be outlined in service agreements.

Public Use

The Library is a public place and, as such, individuals may film or take photographs for their occasional personal use on Library premises as long as there is no disruption to service. Media looking to film or take photos in the library must receive consent from the Marketing and Communications Manager prior to commencing. Media are welcome to film or take photographs of the library without consent from a distance (i.e. if they are not situated on library property).

Because the Library is a public space, photography and videography is allowed in our service points. To notify customers of our approach, each branch will display “Smile” posters prominently in their location; one at the front entrance and one in the program room indicating that photography or videography may occur in the space.

ADMINISTRATIVE PROCEDURES

EPL Use:

1. When EPL photographers/videographers capture footage of facilities or services for use in any materials, they must always identify themselves to customers and ask before taking photos/videos where the customer is prominently framed. In the case of a time-lapse video or background footage of library activity, permission is not required.
 - a. If customers do not want to have their image recorded, they must inform EPL staff at the beginning of the program who will provide them a bright coloured sticker to wear on a prominent place on their clothing. If customers do not inform staff that they do not want their image recorded, their consent to have their image recorded is implied based on the notice provided of photography/filming.
 - b. In any instance where a child is photographed or filmed and will be identifiable, the photographer must obtain a signed consent [form](#) from the parent or legal guardian.
 - c. If a school group is part of a library-related media event, where photos and videos will be taken, the school group must follow the school's consent policy. If the child's parent or guardian has declined the school's photography and video policy, the event organizer is required to identify this student to EPL staff, the media or any hired photographers/videographer through a prominent sticker on their clothing.
2. Staff who do not wish to be filmed/on camera for public use can discuss it with their supervisor.
3. If staff have concerns about photos or videos taken of them on previous dates and would like them removed, they may email the Marketing and Communications Manager to request removal.
 - a. EPL will review the request to remove the content and make decisions on a case-by-case basis.
4. When staff are prominently featured in professional photo, audio or video shoots intended for external promotional use, the photographer/videographer will verbally confirm their consent.

Public Use:

1. If individuals wish to film, record, or take photographs for other than personal use, permission must be obtained from the Marketing and Communications Manager. If the Marketing and Communications Manager is unavailable, the Director, Marketing and Communications may grant permission.
2. The media may film, record, or take photographs in conjunction with EPL-related interviews or publicity as approved by the Marketing and Communications Manager. If the Marketing and Communications Manager is unavailable, the Communications Specialist may grant permission.
3. The media may use the Library or its contents as background for non-Library related stories with the permission of the Marketing and Communications Manager, who will

inform the media as a guideline that the customers may not be disrupted or intruded upon and staff may not be inconvenienced. If the Marketing and Communications Manager is unavailable, the Communications Specialist may grant permission.

4. In space rented out to private organizations/individuals, filming, recording, or taking photographs in the rented space may be permitted at the discretion of the renting organization. EPL is not responsible for photos or videos taken in Library spaces rented by another individual, organization or group.
5. EPL staff are responsible for notifying any media, photographer or videographer when they do not consent to their photo being taken or be filmed.
6. Performing groups and film distribution companies are particular about the use of their image, therefore resulting publicity, professional photographing, filming, and recording of these programs will not be permitted without the written permission of the artists. Professional publicity for performances (eg: Forward Thinking Speaker Series speakers) in the Library will be organized by the Communications Specialist, in consultation with the performer or performing group(s).
7. Because of stipulations from the lenders, exhibits at any branch may not be professionally filmed, photographed, or recorded without the written permission of the artists or their agents. Photographs, recordings, or films of the exhibition taken by the media for publicity purposes should be organized by the Communications Specialist, in consultation with branch staff.
8. Once approved by the Marketing and Communications Manager, professional photographers or the media who wish to use the Stanley A. Milner Library roof as a vantage point for their work will be referred to the Manager, Facilities Services for approval.

Related Policies and Information

[Employee Code of Conduct \(A-1018\)](#)

[Privacy and Confidentiality of Customer Information \(A-1052\)](#)

[Privacy and Confidentiality of Customer Information Board Policy \(B-2005\)](#)

[Records Management \(A-1053\)](#)

[Records Management Board Policy \(B-2009\)](#)

[Camera Surveillance \(A-1010\).pdf](#)

[Use of Public Spaces \(A-1049\).pdf](#)

[FOIP Act](#)

[Social Media \(A-1065\)](#)