

# Release or Publication of Photograph, Video or Image of Individual



Date effective: 10/5/2009  
Current Revision: 1/11, 10/13, 11/14, 2/15, 1/17, 2/19, 4/21  
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HRC Review: 12/7/22

Applies To: All

Policy Number: 6.0.23  
Regulatory Reference: 115 CMR 5.04 (2)

S:\Agency Policy\6 - Program Related Policies and Procedures\6.0.23 Release or Publication of Photograph, Video or Image of Individual

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Communitas is committed to protecting the privacy and human rights of the people we support and their families. Toward that end, written release must be obtained prior to the dissemination or release of any photograph, video or image of the individuals or families supported by the Agency.

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1. For the purposes of this policy, “publication” may refer to:
  - a. Printed materials such as agency or program brochures or newsletters;
  - b. Release of photograph to any news media outlet;
  - c. Placing image or likeness on the Communitas website or any social networking outlet (i.e. Facebook, Twitter, LinkedIn, etc);
  - d. Use of image in any training materials, advertising or promotional formats, whether digital or hardcopy;
  - e. Release of image or voice to television, radio or any electronic media.
2. Prior to the dissemination, release or publication of any photograph, videotape or any other image or likeness of an individual or their family, a consent to release such image must be obtained in writing by the individual being photographed, and their legal guardian (if applicable).
3. Publication materials of any kind must be reviewed by the Human Rights Coordinator prior to being released to the public to ensure that the necessary consents are all on file.
4. For any person receiving support services from any Communitas program, department or division, the form Authorization and Consent to Release Photograph must be used. It is located in S:\Blank Forms\Consent Forms .
5. The form Authorization and Consent to Release Photograph must be signed and dated, and must indicate:
  - a. Specific image to be published, or
  - b. Blanket approval for any and all use
  - c. “Any and all” consent applies to any and all images or photos taken within that year.