



North Valley Animal Disaster Group Standard Operating Guidelines

Title: PHOTO POLICY

Objective: To treat clients with privacy and respect, while at the same time, capturing photographs for training, fundraising, and media opportunities.

Description:

Follow the Golden Rule: Never say or show anything negative. Do not share or post to social media without approval of your Team Lead and/or the Public Information Officer.

Never Photograph:

- Volunteers having fun (Training or pet/owner Reunion Photos ok)
- No selfies – ever!
- Shots of any animals or people with a negative commentary
- Evacuation photos that have identifying scenes
- Addresses, names, etc.
- Emotional/private photographs of clients
- Injured animals
- Any action/procedure that isn't totally professional
- Criminal Investigations: Hording, Dog Fights, Animal Cruelty, etc.
- In private working areas: Communication's Rig, Dispatch, Incident Command Post, etc.

Usually it is OK to Photograph:

- ICS or Organizational Charts, unless they have contact information on them
- Any "new" technique. This might just be shared internally.
- A unique solution to a common problem. Again, this might just be shared internally.
- "Generic" pictures without name or addresses
- Landscape pictures to show disaster damage
- Shots of animals in the shelter, with no identification
- Photos of your fellow volunteers (acting professionally)
- Large posed group shot of entire crew

Remember:

- The public will be critiquing our actions in every photograph. Always look and act professional.
- We will not have the opportunity to explain to everybody why we waived from a specific protocol or safety standards. Therefore, do not show photographs of unusual variances from our SOGs.
- Think how you would feel if somebody was taking a photograph of you and publicizing it.
- When in doubt, don't take the shot.

Please share appropriate photos with the Training Officer, Public Information Officer and Historian by sending photos to: photos@nvadg.org

Use a written NVADG Photo Release Form for personnel who are not NVADG volunteers. With NVADG Volunteers, verbal consent is usually fine. When in doubt, fill a form out.

Related Documents Attached: NVADG Photo Release Form



NORTH VALLEY ANIMAL DISASTER GROUP

PHOTO/VIDEO RELEASE

I, _____ give my permission and consent to North Valley Animal Disaster Group, a California nonprofit corporation, and its successors, assigns, affiliates and representatives (collectively, "NVADG"), to photograph, videotape, audiotape, record and otherwise create images and reproductions of my person, my property, my voice and/or statements made by me (collectively "Images") and to display, publish, disseminate and use such Images anywhere in the world, for any purposes, and in any form or medium, whether now existing or known or hereafter created or known, including, but not limited to, in print, on disk and on the worldwide web, for any purpose, without compensation and without prior notice, approval or inspection. I agree and acknowledge that any such Images shall be the sole property of NVADG and I waive any rights that I might otherwise have to the Images. I further agree that NVADG may transfer or assign the Images and the rights granted by me to NVADG in this Release to any person or entity without prior notice to me and without my approval. I release NVADG from liability for any claims that I might otherwise have regarding the Images or the use of the Images, including any claims regarding invasion of privacy, right of publicity or defamation.

I have read this Release, I understand its terms and conditions, and I consent to the use and publication of the Images as described herein.

For Minor Children:

I, _____ am the parent or legal guardian of the above-named minor and I endorse the above statement in his/her behalf.

Signature of Parent or Guardian _____

Printed Name _____ Date _____

Participant's Signature _____

Print Name _____

Mailing Address _____

Date _____