

NORTH PERTH PUBLIC LIBRARY

Operational Policy

OP-17 Photography and Video in the Library



POLICY PURPOSE

The collection of photographs and video is done under the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) for several purposes including promotion and documentation. The privacy of patrons and Library staff must not be violated and the RZone policy must be adhered to.

This policy establishes guidelines for the collection and use of photographs, and videos by staff of the North Perth Public Library (NPPL) for promotional and reporting purposes. And, to establish under which conditions photos or videos may be taken by the public, creative film industry or news media.

KEY POINTS SUMMARY

- Outlines when the Photo Permissions Signage will be used.
- Explains the requirements and permissions for the public if they want to take photo/videos.
- Establishes that all incidences of requests should reflect the RZone policy of Respect and Responsibility.

DEFINITIONS

Public: indicates any person entering library spaces that does not work for or is affiliated with the North Perth Public Library or the Municipality of North Perth.

Patron: indicates any person using the library spaces for its intended purpose.

Expressed Consent: indicates consent obtained through specific verbal agreement of an individual.

Implied Consent: indicates consent obtained based on participation in activities where notice of collection, and use of image in photo/video has been given through signage, upon registration etc.

POLICY DETAILS

1.0 Obtaining Permission

1.1 Signage for photo use will be displayed at all events and programs.

1.2 Release forms are not required if an identifiable person is not the subject of the photo but is one of a group in a public place, such as a crowd, or if the identifiable person is a public figure, and because of their position or professional duties is brought into the public arena for example, the Mayor or members of Council.

1.3 All registered programs will have a notice of photography/video use disclaimer to approve upon registration and all programs and events will have photo/video signage on display.

1.4 Expressed consent must be received to be featured in a photo or video.

1.5 Followers who post content about the NPPL may do so of their own accord. Posts of identifiable subjects uploaded by patrons are clearly identified as originating from them, and not from the Library.

1.6 Tagging the NPPL in social media content gives implied consent to reshare publicly and use for marketing materials.

1.7 The NPPL cannot use a photo/video that has been provided by a third party (community partner) where permission has not been obtained for collection and use by the NPPL.

1.8 Children under 12 must have permission of the accompanying parent/guardian

2.0 Staff Identification

2.1 Library staff that are working during a Library event and are responsible for taking photos/videos must wear appropriate Library identification.

2.2 Library staff are required to introduce themselves to potential subjects that may be featured in photography/video images for the Library.

3.0 Requirements for Use

3.1 If a group or adult is not the sole focus of the photo/video being taken then it is reasonable that the photo can be used for the purpose of the function to capture the history of that specific event. However, the photo should not be used as a representation or promotion of a different purpose without consent.

3.2 Regarding children, the Library will use or display only the child's first name, last initial and age to identify photographs or videos.

4.0 Photographs & Videos by the Public

4.1 Library buildings may not be used as the setting for creative film or video without the written consent of the Chief Executive Officer or designate.

4.2 Press and other news media seeking to take pictures inside the Library must receive permission from the Chief Executive Officer or designate.

- The NPPL release form does not need to be used in the case of a third-party taking photos for their own use. Although permission should be asked for.

4.3 The use of photography or video equipment should not disturb Library patrons.

RELATED DOCUMENTS

- NPPL OP-04 Protection of Patron Privacy
- NPPL OP-05 Code of Conduct: RZone

SCOPE:

This policy applies and affects the NPPL Board, staff, third parties, patrons, and volunteers.

Approved by the Library Board: June 13, 2023

Revised: May 27, 2026