

Revision Date:	April 2023	Policy Type:	Public Service
Approval Level:	CEO	Distribution:	All Employees
Review Schedule:	5 years (or as required)		

1. PURPOSE AND SCOPE

This Policy establishes the terms and conditions for Markham Public Library (“the Library”, or “MPL”) staff and public use of Library spaces for still photography, filming and/or videography. It applies to all forms of photography and filming for personal, educational, commercial, news media and promotional purposes.

2. DEFINITIONS

Personal Photography or Filming – Photography or filming intended for personal, individual and occasional use without commercial objective or to make profit. Usually carried out on smart phones and singular hand-held devices.

Non-Commercial (News Media) Photography or Filming – Photography or film footage captured by accredited news agencies for use in print, broadcast, or online publications.

Non-Commercial (Student Research) Photography or Filming – Photography or filming without commercial objective including student research for purpose of academic achievement for use in print, broadcast, or online publications.

Commercial Photography or Filming – Photography, film, video, digital or other technology to broadcast or publicly exhibit for profit or to advertise a product or service.

3. POLICY STATEMENT

3.1 Personal Photography and Filming Policy

MPL recognizes that today’s technology supports personal photography and videography and allows free unrestricted photography and filming for personal, individual, or casual use. Personal photography and filming in the Library spaces is limited to the use of singular hand-held devices, such as smartphones, and is subject to the following restrictions:

- No interfering with Library Staff or the public
- No photography or filming of children (under 18 years) in the Library without prior permission obtained from the appropriate parent, guardian or caregiver
- No interfering with Library operations or the safety of visitors

- No tripods, drones or lighting equipment permitted
- No dominating or blocking pathways or spaces

MPL requests that customers show respect toward others in all interactions. We strongly advise against photographing or filming other Library visitors or staff members without their permission.

MPL reserves the right to prohibit any photography or filming for any reason that may be disruptive to operations, individuals or Library safety.

All non-personal photography and filming, including news media, are coordinated by the Library's Community Engagement Department.

The Library reserves the right to stop personal photography or filming at any time and may request non-compliant persons to leave the premises if complaints are received about practices perceived to be disruptive or intimidating in any way.

3.2 Non-Commercial (News Media) Photography and Filming Policy

MPL maintains an open-door policy for accredited news media photographers, videographers and journalists covering news about the Library, its services and its programs. Prior to arrival, media must check in with the Director, Community Engagement Department, or their delegate.

3.3 Non-Commercial (Student Research) Photography and Filming Policy

The Library welcomes students working on non-profit photography or filming projects for academic or research purposes. Such students must obtain prior approval from the Library's Community Engagement Department to coordinate time and location and avoid disruption to Library operations.

3.4 Commercial Photography and Filming Policy

Commercial photography or filming is subject to a location fee and requires pre-approval via request to the Community Engagement Department. MPL evaluates requests based on project type, time, duration of the shoot, opportunity to showcase Library spaces or services, impact on Library operations and insurance credentials.

3.5 Library-Initiated Promotional Photography and Filming

MPL staff sometimes collect images and videos for promotional use such as brochures, flyers, web pages, news releases. These may be disseminated to media outlets and event participants. When photography or filming is occurring in the Library, various practices may be utilized to inform the public, including some or all of the following:

- Signage posted at the doors and in the event area.

- General announcements re. photography made at the beginning of an event, requesting that any members of the public wishing to avoid being photographed to identify themselves to staff.
- MPL staff advise event participants how their photos will be used (e.g. for MPL social media, in presentations about the Library's work, for MPL promotions, etc.).
- Participants will be advised that photos will not identify anyone by name or any other identifiable information.

The Library will post filming notices when capturing images and videos of Library events, programming and services, constituting consent from those entering the premises to be photographed or filmed and to the release of publication, exhibition and reproduction of any and all recorded media. Individuals not wishing to be photographed or filmed must explicitly request so from Library staff.

3.6 Copyright and Individual Permissions

If Library photography or filming permissions are granted, individuals must also secure their own permissions/releases directly from any identifiable individuals whom they wish to film in addition to any filming notices that may be posted throughout the Library.

Photography or filming of the Library's materials and resources may be permitted with pre-approval by the Library. Additional copyright permissions may be required and must be obtained by the individual from the author or publisher of the material.

4. ROLES AND RESPONSIBILITIES

CEO / Directors shall:

- Ensure that they and their employees understand and comply with this Policy.

Managers / Supervisors shall:

- Ensure that they and their employees understand and comply with this Policy;
- Enforce this Policy.

Library Administration shall:

- Develop and distribute this Policy; and,
- Update this Policy per the Review Schedule.

Employees shall:

- Ensure compliance with this Policy and all related policies and legislation.

5. RELATED POLICIES

- *Social Media Policy* (POL-Pub Serv)
- *Media Relations Policy* (POL-Admin)
- *Unacceptable Conduct Policy* (POL-Pub Serv)