

Photo Release

I recommend you always get a release, you won't need it 99 times out of 100, but that one time you do, you'll be glad you have it.

Page 21 of the Navy Public Affairs Guide http://www.navy.mil/ah_online/OPSEC/docs/Policy/NAVSO_P-5728-03_Information_Release.pdf and page 18 of DoD Instruction 5040.07, Visual Information (VI) Production Procedures <http://www.dtic.mil/whs/directives/corres/pdf/504007p.pdf> states the following:

Activities that create productions shall obtain signed releases from the following persons:

- . Persons who either appear in, or whose voices are used in, a production.
- . Persons whose minor children, real estate, or other private property appears, in any production.

To determine the need for releases, apply the following guidelines:

- . No release is required from active duty military personnel including cadets or midshipmen of the U.S. Military Academies or DoD civilians performing their official duties.
- . Under most circumstances, an individual's expectation of privacy changes with the situation. Releases should be obtained from persons depicted in commonplace, secluded, or in unspectacular situations. Newsworthy or public events provide little, if any, expectation of privacy and do not require releases.
- . If an individual is part of a crowd, no release is required. When an individual is a central figure in a scene, a release is required regardless of the brevity of the scene. (*Think of your pictures with Santa, Easter Bunny etc.*)

NOTE!!! DODINST 5040.07 suggests using form DD2830 for getting a photo release, but as it is very formal and almost offputting for patrons to sign, I asked OGC to provide a more user-friendly version. Attached in this email you'll find the approved version for immediate use at your installations.

Posting Photos

Ensure going through all pictures before posting on social media. Use good judgement and do not include photos that might be upsetting to patrons, especially when it comes to pictures at the pool/beach. A good rule of thumb is "would you want this to be you?"

