

Photo Release Form General Guidelines

Signed releases should be used when individuals are posed for photographs or staged to appear on videotape. Releases are required when the individual is visibly recognizable. Signed release forms are not needed when subjects are in public places such as fairgrounds, parks, or public streets. Crowd scenes where no single person is the dominant feature are exempt.

When images are published, the Nephrology Nursing Certification Commission (NNCC) will take cautionary steps to provide minimum identifying information and will not use specific street or mailing addresses, e-mail addresses, or phone numbers. Photographs or videotaping in private or public facilities must be done only with the facility's permission. NNCC is responsible for administering and maintaining the Professional Release Forms.

These guidelines govern photos/images/slides intended for use in any NNCC material of an educational, marketing, or public relations nature, such as newsletters, brochures, promotional materials, Web site, or other media format. These rules are not in effect when photographs are taken of news events, but photographs taken for news purposes require a release for re-use in marketing materials.