

# Indiana State University Media and Marketing Consent Form FAQ

## What is the Media and Marketing Consent Form?

The form is a written agreement between the University and an individual whose photo, video or audio recording may be used by ISU in marketing, recruiting, advertising or other commercial uses. The agreement gives ISU permission to use the person's image and/or voice in promotional materials without compensation.

## Why is a consent form needed?

Individuals have a right not to have their likeness used for someone else's commercial gain without permission. Commercial purposes include advertising, fundraising, recruiting, marketing, and other promotional activities. The purpose of the consent form is to avoid misunderstandings, to confirm parties' intentions, to protect ISU from complaints or possible legal claims, and to ensure ISU complies with all laws, specifically publicity and privacy laws

## When is the consent form required?

A consent form should be obtained if photos, video or audio recordings of a person are going to be taken or made and those images or recordings might be used in any ISU publication meant for the purposes of marketing, recruitment or public relations. This may include use on ISU websites, printed and electronic newsletters, brochures, promotional items, or other marketing material.

## Who must sign the consent form?

If the individual being photographed/videotaped is 18 years of age or older, that individual must sign the consent form. If the individual being photographed/videotaped is under the age of 18, a signature from that individual's parent/guardian is required. The signature of a witness is also required.

## Are individuals required to sign the consent form?

No, the consent form is entirely voluntary. Individuals who sign the consent also have the right to withdraw their consent by providing written notice to ISU that they are revoking their agreement. Photos, videos, etc. of individuals who do not sign the consent or withdraw their consent may not be used for commercial purposes by ISU.

## What about photographing/videotaping a crowd of students on campus?

Photographs/videos that do not include individuals under the age of 18 where no single person is the dominant feature do not require consent forms. However, all photographs of individuals under the age of 18 require parental/guardian consent to use the image of that individual.

## How long must completed consent forms be kept on file?

Completed forms should remain on file and accessible if the photographs/videos remain in use or are available for use at ISU.