



## Diocese of Palm Beach Photo and Graphic Guidelines and Resources

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Photography and videography are works of art that are protected under U.S. copyright law. The copyright holder is the person who created the work or the individual/organization that commissioned the work to be created through contract or employment.

To help parishes, schools (and all diocesan entities) to advocate for responsible stewardship of resources, the Office of Communications has assembled this list to guide your search for great visual images that communicate your mission:

### **DO**

- Do distribute these guidelines to all members of your staff that will publish in any form of media to help protect your parish/school.
- Do use photos, images and videos that are created by your staff, the Diocese of Palm Beach Office of Communications, or volunteers.
- With permission, do use photos, images and videos that are created by contractors or freelance personnel.
- Ensure that photographers hired by a diocesan entity agree to transfer copyright to the Diocese/parish/school in writing.
- Do obtain parental image consent forms for minors who appear in photographs and videos.
- Do purchase photo licenses from stock photography websites or download free stock photography from websites.
- Do follow attribution or credit stipulations as required.

### **DON'T**

- Don't use a copyright-protected photo without seeking permission from a photographer or obtaining a license. (If you are not sure about the copyright, don't use it.)
- Don't assume that if a photo is on the internet, it is OK to use.
- Don't assume that churches or non-profits can use photos without permission or a license. When it comes to copyrights, church bulletins, websites and social media, are all considered publishing platforms that are subject to U.S. copyright laws.

*Fla. Stat. 540.08 prohibits a person or entity from publishing, printing, displaying or otherwise publicly using a person's name, photograph or other likeness without the express consent of the person for any commercial or advertising purposes. Therefore, before any Diocesan entity uses someone's image or name for a publication that may be viewed as an advertisement, express consent should be obtained. Directly promoting a product or service provided by a particular Diocesan entity would fall within the requirements of the statute. Use of the Diocesan Authorization Form would be appropriate.*

*By contrast, if a photograph or video is not being used for a trade or advertising, express consent is not required before using or sharing the image(s). Sharing images on social media or otherwise sharing or publishing public events that do not involve advertising a product or service do not require prior consent. Notwithstanding the allowed discretion, we recommend that we act in conformity with a parishioner's stated preference as to using or publishing their name/image on social media or otherwise.*