

POLICY ON FILMING, VIDEOTAPING, PHOTOGRAPHY, AND VISUAL OR AUDIO RECORDINGS

Date: 02/26/2013

Supersedes: *None*

I. PURPOSE

The purpose of this policy is to set forth the policy and procedures, including content, consent and distribution, regarding the filming, videotaping, photographing, digital imaging or other visual or audio recording on the Valhalla campus of New York Medical College.

II. POLICY

It is the policy of New York Medical College to require advance written permission from the Office of Public Relations prior to the taking, publication or dissemination of any photograph, film, videotape or recording of NYMC buildings, facilities, property, student, faculty or employee. No commercial filming, videotaping, photography or visual or audio recording is permitted without the express written permission of the Office of Public Relations. Permission for still photography (film or digital) will be granted only for the personal use of students, parents, alumni, faculty, staff and trustees of the College. Photography, videotaping or recording authorized by the College which is intended for public affairs purposes will be coordinated with the Office of Public Relations and in accordance with College policies. Similar photography, videotaping or other recording which is intended for educational purposes will be coordinated by the Office of Student Affairs for the School of Medicine or the appropriate Dean for the College's other schools, in consultation with the College's Office of Public Relations.

It is also the policy of New York Medical College to prohibit the taking, publication or dissemination of any photograph, film, videotape, digital image or other visual or audio recording of any cadaver donated or otherwise provided to or by the College. These human remains are to be treated with respect for their humanity and gratitude for their contribution to the advancement of medical education; to act otherwise, serves no educational or scientific purpose.

Furthermore, it is the policy of the College to prohibit the taking, publication or dissemination or other use of any photography, videotape, digital imaging or other visual or audio recording of any patient without the prior written consent of such patient. This protects the privacy of patients and is consistent with the *Health Insurance Portability and Accountability Act* ("HIPAA") standards and codes.

III. SCOPE

This policy applies to all faculty, staff, employees, students, student organizations, residents in a College-sponsored or directed graduate medical education program, interns, volunteers and authorized visitors. This Policy applies to any device or format including the use of cameras, cellphones, smartphones or other visual or audio recording devices.

IV. EFFECTIVE DATE

This policy shall be effective as the date signed below.

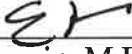
V. POLICY MANAGEMENT AND RESPONSIBILITY

Responsible Officer: Chancellor for Health Affairs and Chief Executive Officer or Designee

Responsible Executive: Associate Vice President for Communications

Responsible Office: Office of Public Relations

Approved by:



Edward C. Halperin, M.D., M.A.
Chancellor for Health Affairs
and Chief Executive Officer

2/26/12
Date