

Protecting individuals

There are a number of **legal considerations** that protect the right of **individuals**

These include:

- taking images/video in public places
- taking images/video on private property
- publishing of images/video
- harassment and invasion of privacy
- defamation
- data protection considerations

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Taking images/recording video:

- You **do not** need permission to take photos or record video in public places in the UK

But if you want to close off an area to film, you need permission and often a **permit** from the local council (e.g. for a film set)

- You **do** need permission on private property from the land owner

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Publishing images:

- If an image or video will be used **commercially**, you need **permission** from people if they are a major part of the image
This may involve a **model release form** and **payment** (see slide 5)
- **Non-commercial use** is normally OK so long as you don't publish the person's name, address etc...

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Publishing images:

It's OK to use large groups of people without individual permission, even commercially



You would **not** need to get permission from each individual in this image if it were taken in a public place or used non-commercially

Entry to theme parks, museums etc... often comes with the condition that you allow photographs to be taken by the owners

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Publishing images:

Commercial use requires model permission



If this image were used commercially, a **model release form** (and payment) for the people in the foreground would be needed

Permission from the landowner would also have been needed

A **model release form** sets up a legal contract between the photographer and model which makes clear how and where the image will be used – [example from the RPS](#)

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Harassment and invasion of privacy:

- Photographers can not **harass** people to take images or **invade their privacy**

For example, **paparazzi** photographers cannot take photos on private land, use drones, be intrusive, or do anything which would put the person in danger

This can lead to legal action

– [example](#)



Image of paparazzi by B Czajka. Used under a [Creative Commons license](#) ([image source](#))

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Defamation:

Defamation is where a person's reputation is damaged by someone saying or publishing something which is untrue

There are two types:

- **Libel** is when something which is untrue is **published**, e.g. in a newspaper or blog
- **Slander** is when someone **says something** that is untrue about a person

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Data protection:

If media companies collect **personal data** about people (client, customers, or employees) they must:

- make sure it is **correct**
- make sure it is **stored securely** so that personal details are not released
- allow people to have data deleted/corrected

Companies can face large fines for data leaks

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Summary

Media companies need to manage how they use images and video carefully

Details are often included in **assets logs** (see pre-production documents for example)

Senior job roles will often have to have an overview of permissions to use images as part of a project