

Photography, Filming, and Videography Policy

Policy Number	MUC-OPS-003	Category	Visitor Services & Operations	Effective Date	Pending adoption
Review Cycle	Every 3 years	Supersedes		Approved by	Advisory Board

1. Purpose and Scope

- 1.1. Photography, filming, and videography serve the Museum of Uintah County's (MUC's) mission by documenting programs, expanding public awareness, and building community connections. This policy establishes standards for both (1) the MUC's own photography of visitors and programs and (2) photography and filming by visitors and third parties in the MUC's spaces. Both contexts require balancing the MUC's legitimate promotional interests against visitors' privacy rights — especially minors'.

2. Definitions

- 2.1. **Amateur/personal photography** — casual photography or videography by patrons and visitors using personal devices for personal remembrance of their visit, without commercial intent
- 2.2. **Commercial photography or filming** — photography or videography conducted by individuals, businesses, or other entities with the intent of creating content for commercial purposes, including advertising, marketing materials, for-profit publication, or media for sale
- 2.3. **Museum-sponsored event or program** — any program, class, workshop, presentation, tour, or other activity organized, hosted, or co-sponsored by the MUC
- 2.4. **Minor** — any person under the age of 18
- 2.5. **Public areas** — areas of the museum accessible to the general public during regular hours
- 2.6. **Institutional use** — use of images on the MUC's website, social media, newsletters, grant applications, brochures, annual reports, or other MUC publications and communications

PART I

The MUC's Photography of Visitors and Programs

3. MUC's Photography at Events and Programs

3.1. Purpose and Right to Document

- 3.1.1. The MUC reserves the right to photograph, film, and record museum-sponsored events, programs, and activities for promotional, educational, and archival purposes. The MUC may use these materials for institutional purposes, including on the MUC's website, social media, newsletters, grant reports, brochures, and annual reports.

3.2. Consent Through Attendance — Adults

- 3.2.1. Consent through attendance applies to adult visitors (18 and over) when:

- 3.2.1.1. A clear notice is posted at the event entrance or primary entry point before visitors enter, stating that photography and video may be taken at the event for MUC promotional and institutional use; and
- 3.2.1.2. The purpose is stated — the MUC's standard notice reads: "Photography and video may be taken at this event for use in promoting Museum of Uintah County programs, publications, and social media."
- 3.2.1.3. When these conditions are met, attendance at the event constitutes consent by adult visitors to the MUC's use of photographs and recordings in which they may appear incidentally, in accordance with the additional protections in Section 3.4.
- 3.2.1.4. Consent through attendance does NOT apply to close-up or portrait photographs where a specific adult is clearly the primary subject; to photography used for commercial sale or licensing; or to any context involving minors — regardless of whether notice was posted. In those situations, the explicit written consent requirements in Section 3.5 apply.

3.3. Privacy Protections Applicable to All Event Photography

- 3.3.1. The following protections apply to all MUC event photography, including photography authorized by consent through attendance:
 - 3.3.1.1. No names, identifying information, or personal details will be associated with photographs or videos without the individual's express written consent
 - 3.3.1.2. Images will focus on program activities, exhibits, and groups — not on individual attendees as subjects
 - 3.3.1.3. The MUC will not use images in a manner that could reasonably be considered embarrassing, harmful, or that misrepresents the individual or the event
 - 3.3.1.4. The MUC will not sell or license photographs of identifiable visitors to third parties for commercial use

3.4. Explicit Written Consent — When Required

- 3.4.1.** Written consent from the individual (or parent/guardian for minors) is required before the MUC photographs or publishes images where:
 - 3.4.1.1.** The person is a minor — attendance never constitutes parental consent for minors; a signed consent form is always required
 - 3.4.1.2.** The photograph is a portrait or close-up where the individual is clearly the primary subject
 - 3.4.1.3.** The image will be used in a way that associates the person's name, identity, or story with the image
 - 3.4.1.4.** The image will be licensed commercially or used in paid advertising

3.5. Signage and Notification

- 3.5.1.** Whenever the MUC conducts photography at an event or program, it shall post a notice at the entrance before visitors enter.
- 3.5.2.** For smaller or intimate programs where signage may not suffice, the Museum Manager or program facilitator shall verbally announce at the start of the program that photography will take place and explain the opt-out procedure.
- 3.5.3.** The Museum Manager shall maintain a stock of standard photography notice signs and ensure they are posted for every event where photography is planned.

3.6. Opt-Out Procedure

- 3.6.1.** Every visitor — adult or minor — has the right to opt out of MUC photography.
 - 3.6.1.1.** Opting out does not affect their ability to participate in the event or program.
 - 3.6.1.2.** How to opt out: Notify any MUC staff member before or during the event.
 - 3.6.1.3.** MUC staff shall: acknowledge the request respectfully; make documented, good-faith efforts, proportionate to the event scale, to exclude the opted-out visitor from photographs and video while the visitor continues to participate; and not make the opt-out disruptive or embarrassing for the visitor.
 - 3.6.1.4.** The MUC does not guarantee complete exclusion in group settings but will prioritize compliance where feasible.
 - 3.6.1.5.** For parents or guardians of minors: notify any MUC staff member. If the MUC identifies a minor in an already taken photograph, the MUC will delete the image upon request.

3.7. Staff Training

- 3.7.1.** All staff and regular volunteers who participate in documenting MUC events shall be trained on this policy, including:
 - 3.7.1.1.** How to implement opt-out requests effectively and respectfully
 - 3.7.1.2.** How to identify situations requiring enhanced protection for minors



- 3.7.1.3.** How to approach situations where a visitor appears to be photographing children inappropriately
- 3.7.1.4.** The distinction between event/group photography and portrait photography requires written consent
- 3.7.1.5.** Native American Graves Protection and Repatriation Act (NAGPRA) restrictions and tribal consultation requirements for collection object photography

PART II

Visitor and Third-Party Photography

4. Personal, Non-Commercial Photography by Visitors

- 4.1. Visitors are welcome to photograph and record video in the MUC's public gallery spaces for personal, non-commercial use, subject to the following:
 - 4.1.1. No flash photography — flash can fade and damage light-sensitive objects, including textiles, photographs, and works on paper
 - 4.1.2. No tripods, monopods, professional lighting equipment, or specialized photography equipment without prior authorization from the Museum Manager
 - 4.1.3. Photography shall not disrupt other visitors' experience or interfere with museum programs
 - 4.1.4. Visitors may not move, reposition, or touch collection objects to improve a photograph
 - 4.1.5. Personal photography does not grant rights to commercially exploit images of MUC collections or violate copyright or contractual restrictions
- 4.2. See Section 6 and the Intellectual Property, Copyright & Digital Rights Policy (MUC-COL-005)

5. Restricted Objects and Areas

- 5.1. Certain objects and areas are off-limits for photography regardless of purpose. Signs will indicate restricted areas; staff may also inform visitors verbally.

5.2. NAGPRA and Indigenous Cultural Objects

- 5.2.1. Photography of Native American human remains, funerary objects, sacred objects, or objects of cultural patrimony covered by the Native American Graves Protection and Repatriation Act (25 U.S.C. §§ 3001–3013) is prohibited
- 5.2.2. Objects identified in tribal consultation as photography-restricted shall be marked accordingly; visitors shall not photograph these objects under any circumstances

5.3. Incoming Loan Objects

- 5.3.1. Objects on loan from other institutions may have photography restrictions specified in their loan agreements; restricted loan objects shall be marked accordingly.

5.4. Staff, Storage, and Back-of-House Areas

- 5.4.1. Photography is not permitted in staff work areas, collection storage, restrooms, or other non-public spaces

5.5. Research and Special Collections Photography

- 5.5.1. Visitors may photograph collection objects for personal research and educational use, subject to the restrictions above, NAGPRA requirements, and copyright and fair use limitations
- 5.5.2. Photography of materials in special collections, study room access, or during formal research visits requires advance permission from the Museum Manager and may involve additional conditions

6. Commercial Photography and Filming

6.1. Authorization Required

- 6.1.1. All commercial photography or filming at the MUC requires advance written authorization from the Museum Manager. Authorization requests shall be submitted using the advance notice periods in Section 6.3 and shall include:
 - 6.1.1.1. Name of photographer, production company, or media organization, and contact information
 - 6.1.1.2. Description of the project and intended commercial use
 - 6.1.1.3. A list of specific objects, spaces, or areas to be photographed or filmed
 - 6.1.1.4. Proposed date(s) and time(s)
 - 6.1.1.5. Whether the production requires access to closed areas, storage, or staff interviews

6.2. Advance Notice — Tiered by Production Type

Photography / Filming Type	Notice Preferred	Notes
News media/journalism	48 hours	<i>Exhibition openings, events, and community interest stories. Standard review; no fee unless special access is needed.</i>
Broadcast, documentary, or streaming	5 days	<i>Requires full authorization review, facility-use agreement, and liability insurance.</i>
Commercial advertising or marketing	5 days	<i>Requires full authorization review, facility-use agreement, and liability insurance.</i>
Film / scripted video production	5 days	<i>Requires full authorization review, facility-use agreement, and liability insurance. Collections access requires an additional sign-off from the Collections Manager.</i>

6.3. Authorization Review

- 6.3.1. The Museum Manager shall review commercial photography/filming/videography requests for: compatibility with the MUC's mission and public image; compliance with NAGPRA and copyright requirements; impact on visitors and operations; and potential benefits to the museum. Authorization may be granted, conditionally granted, or denied.

6.4. Required Conditions for Authorization

6.4.1. Depending on the nature of the production, authorization may require any or all of the following:

6.4.1.1. Facility-use agreement — a signed agreement governing conduct, access, scheduling, and the MUC's right to review and restrict content involving its collections

6.4.1.2. Liability insurance — the production company or photographer must provide a certificate of liability insurance naming Uintah County as an additional insured, with coverage appropriate to the nature of the production. The Museum Manager shall confirm required coverage levels with county Risk Management.

6.4.1.3. Image Reproduction Authorization — any commercial publication of images of the MUC's collection objects — in print, digital, or any other medium — requires a separate Image Reproduction Authorization in addition to photography authorization. See the Intellectual Property, Copyright & Digital Rights Policy (MUC-COL-005).

7. Photography by MUC Staff for Institutional Use

7.1. MUC staff may photograph or record video of programs, events, exhibits, and facilities for institutional use — website, social media, grant reporting, and publicity

7.2. Photography of identifiable minors by staff for institutional use requires signed parental or guardian written consent — see Section 6 and Child Safety & Vulnerable Populations Policy (MUC-SAF-001)

7.3. Photography of collection objects by staff for institutional purposes shall follow the institutional photography standards in the Intellectual Property, Copyright & Digital Rights Policy (MUC-COL-005, Part I)

7.4. Staff-taken photographs involving visitors are subject to the same consent framework and privacy protections in Sections 3.3–3.7 as any other MUC event photography.

8. Drones and Remote Devices

8.1. The use of drones or remotely operated flying devices is not permitted in the MUC's indoor spaces or on the MUC's immediate outdoor premises without advance written authorization from the Museum Manager. Any drone operation is subject to all applicable FAA regulations, including 14 CFR Part 107 for commercial drone operations, Uintah County requirements, and any applicable commercial authorization requirements under Section 6.

9. Enforcement

9.1. MUC staff have the authority to enforce this policy. Staff may:

9.1.1. Politely remind visitors of photography restrictions and request compliance

9.1.2. Ask patrons to stop photographing or filming and to put the equipment away

9.1.3. Ask violators to leave the museum for repeated or serious violations

- 9.1.4. Contact Vernal Police Department (435-789-5835) or 911 if necessary for illegal activity, threats, or emergencies
 - 9.1.5. All enforcement actions shall be grounded in objective violations of this policy and applied consistently and without discrimination.
 - 9.1.6. The MUC may take action to protect copyright and institutional interests related to unauthorized commercial use of museum collection images, and refer matters to the Uintah County Attorney's office.
- 9.2. *Violations may result in: a warning and education about policy requirements; temporary restriction of museum privileges; barring from the museum for serious or repeated violations; or legal action if illegal activity is suspected.*

PART III Administration

10. Review

- 10.1.** This policy shall be reviewed every three years. The LAM Director is responsible for initiating the review process.
- 10.2.** The Museum Manager shall ensure visitor-facing photography guidance — signage and the opt-out notice — is posted clearly and reviewed for currency at each policy review. The Advisory Board shall review the fee schedule (Section 6.5) annually. Staff training required by Section 3.8 shall occur within the first month of service for any new staff or regular volunteers involved in program documentation.

11. Related Policies

- 11.1.** NAGPRA Compliance Policy (MUC-COL-001)
- 11.2.** Collections Management Policy (MUC-COL-002)
- 11.3.** Intellectual Property, Copyright & Digital Rights Policy (MUC-COL-005) — image reproduction authorizations; copyright in collection photographs
- 11.4.** Child Safety & Vulnerable Populations Policy (MUC-SAF-001) — consent requirements for minor photography

12. Adoption

<p><i>Active</i></p> <p>Chair, Historic Preservation and Museum Advisory Board</p> <p><i>[Signature]</i> 10/6/2026</p> <p>Signature / Date</p>	<p>LAM Director, Uintah County</p> <p><i>[Signature]</i> 10/06/2026</p> <p>Signature / Date</p>
<p>Commissioner, Uintah County</p> <p><i>[Signature]</i> 10-14-26</p> <p>Signature / Date</p>	

