

LINGNAN UNIVERSITY
Office of Student Affairs
Best Practices for the Collection and Use of Photos and Videos at Student Activities

To comply the University's Code of Practice for Handling Personal Data when handling personal data, please follow the standard operational guidelines for photo and / or video-taking when organising student activities:

A. Pre-Event (Advance Notice):

All promotional materials, event web pages, invitation and registration forms must explicitly notify participants of potential photo and / or video recording.

B. Implied Consent Scope:

Attendance following explicit advance notice constitutes consent for records and promotion (including websites, printed materials, and official social media platforms).

C. During Event (On-Site Transparency):

- **Signage:** Major and public events must feature prominent signage at primary entrances.
- **Announcements:** Event host or emcee to make an opening announcement reminding the participants about photo and video coverage.
- **Shot Selection:** Photographers should prioritise crowd and wide-angle shots. Explicit consent must be obtained prior to taking posed, close-up, or featured portraits. For targeted close-up photo or when individuals will be prominently featured, the organiser may consider to proactively recruit and invite participants in advance to sign a formal consent form, explicitly authorising the organisers to use their images for promotion.

D. Post-Event (Managing Rights & Requests):

- **Handling Opt-outs:** The organiser must provide a clear contact point (Society's Email) and handle image removal requests from digital platforms without undue delay.
- **Print Media Limitations:** If removal from printed materials is impossible, the organiser must inform the requester and commit to ceasing further production/use of that image.
- **Record Keeping:** The organiser should maintain a simple and clear log of all data privacy inquiries and takedown actions taken, and retain images only for as long as necessary for the stated purposes and apply defined retention periods.

Sample Notice / Announcement Wording

1. Event Promotional Materials, Event Web Pages, Invitation and Registration Form Notice:

"Please note that this [event/activity/seminar/workshop] may be photographed, videotaped, and/or screen-captured for record-keeping and promotional purposes and in future promotional and marketing materials including but not limited to the University's and the Society's websites, publications, and social media channels. By attending, you consent to be photographed, videotaped, and/or screen-captured, and give permission to the University and the Society to use of your image(s) for the aforesaid purposes. If you have concerns or wish to opt out of close-up photos, please contact us [Contact Email] in advance or speak with staff at the registration desk on the day. "

「請注意：本〔活動／講座／工作坊〕進行期間將進行攝影、錄影及／或截圖。相關影像資料將由本會存檔，並用於宣傳用途（包括但不限於本會及大學官方網站、刊物及社交媒體平台）。閣下出席本活動，即視為同意本會將包含閣下肖像之相片或影像用於上述用途。如有任何疑慮或不欲被拍攝特寫，請於活動前聯絡本會負責人〔聯絡電郵〕，或於活動當日聯絡現場工作人員，以便安排。」

2. Entrance Signage (Public Events):

"Notice: Photography and video recording are in progress at this event for records and future promotions (website, publications, social media). By entering, you consent to the Society's and the University's use of your image(s). If you prefer not to appear in close-up coverage, please inform our event staff immediately. Enquiries: [Society's Email]."

「重要告示：本活動現場正進行攝影與錄影，相關影像資料將由本會存檔，並用於日後推廣宣傳（包括但不限於本會及大學官方網站、刊物及社交媒體平台）。凡出席本活動者，即視為同意本會將包含閣下肖像之相片或影像用於上述用途。如不欲被拍攝特寫，請即聯絡現場工作人員。查詢：【本會電子郵件】。」

3. Verbal MC Announcement:

"Please note that photos and videos will be taken today for records and promotional materials. If you prefer not to be captured in close-up visuals, please let our staff know or feel free to step aside when photographers are active. Thank you for your cooperation."

「各位來賓請注意：今日活動期間將進行攝影與錄影，相關影像資料將用於本會存檔及日後推廣宣傳。若您不欲參與特寫之拍攝，請通知現場工作人員，或於攝影進行時主動迴避。再次感謝各位的配合與理解，謝謝。」