



Fáilte Ireland's Imagery Instructions for Photographers & Videographers

Imagery means photographs, audio and digital recordings

| Form Title | Comments |
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| <u>The Copyright & Data Protection Agreement for Contributed Imagery Form</u> | <p>To be signed by the photographer/videographer/any third-party giving their imagery to Fáilte Ireland.</p> <p>Essentially, this means they are confirming that they have:</p> <ul style="list-style-type: none"> (i) the necessary consent from the identifiable people and they have been told that their imagery will be shared with Fáilte Ireland, where it will appear etc.,; and (ii) that they also have the rights (copyright) to the imagery. <p>Fáilte Ireland <u>cannot</u> accept any imagery without this Form being completed first.</p> |
| <u>Location Release Form</u> | <p>To be signed by the property owner/occupier. They must be asked to complete this form before going on their property to take photographs/digital recordings.</p> |
| <u>Imagery Consent Form</u> | <p>One form is to be signed by each member of the public/audience. If it's a child under the age of 16, their parent/legal guardian must sign the form on their behalf. Please note that this form will also be issued when shooting video content with industry stakeholders and their employees.</p> <p>This form specifically names where the imagery may appear and who we share them with, their rights, how to contact our Data Protection Officer and how long we retain the imagery for.</p> |
| <u>Imagery Quality Criteria</u> | <p>This provides details of what kinds of imagery Fáilte Ireland wants and how to name the files.</p> |

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| Imagery Contract Form | <p>One form is to be signed by each paid professional models (including paid performers/artists). If it's a child under the age of 16, their parent/legal guardian must sign the form on their behalf.</p> <p>This form specifically names where the imagery may appear and who we share them with, their rights, how to contact our Data Protection Officer and how long we retain the imagery for.</p> |
| How to Upload Imagery to the Content Pool | <p>Step-by-step instructions on how to upload imagery to the Content Pool.</p> |

At the Event

1. **Photo-Free Area:** If possible, restrict an area that is imagery free (e.g., the last two rows of seating or the back of the room). Fáilte Ireland staff member to brief the photographer/videographer of same.
2. **Posed shots:** The Imagery Consent Form must be used when the photographer/videographer decide to take posed photographs of members of the public/audience members.
3. **Trade Familiarisation Participants:** When asking the participants to pose for a photo/digital recording, you must get their verbal consent before taking the photo/digital recording. If they tell you that they don't want to participant politely ask them to step aside.