

## Media Release: PMF Photography and Video Rules/Consent

The privacy of clients is of the utmost importance to Purely Moore Fitness. As such, the facility has established strict media rules regarding photography and videos during classes, practices, and athletic training sessions. A brief outline of this protocol is explained in the PMF rules, regulations, and expectations document. At PMF we believe in complete transparency. This document contains further information regarding our photography and video policies, reasons, as well as a media waiver. Please read it carefully.

Purely Moore Fitness has a strict “No pictures or videos during participation” policy for all members. This policy is in place for the safety and privacy of members and staff.

### **Reasons:**

1. It is distracting. If a participant is more focused on a video or photograph, they are not paying attention to safety rules or the instructor during classes.
2. Privacy. Some individuals do not want to be photographed. We want to respect everyone's privacy. You may simply be trying to capture your likeness, a family member, or a friend when taking a photograph or video. However, when you take a photo or video you inadvertently capture other people. You do not have permission to film others, so out of respect we do not allow media.
3. Safety. When someone takes a photo or video, we have no way to control what is done with it. To avoid any unwanted and unauthorized distribution of videos we have banned them during practices, classes, and training sessions. Furthermore, this is a facility that caters to a variety of clients, including children. Everyone should feel safe at PMF. Many national organizations, including several of the ones our instructors are certified with, have specific rules regarding adult clients, children, and media. Our policy helps align with these requirements so we can be observant of all policies and respect all national rules and regulations.
4. Law restrictions. State laws regarding photography and children may prohibit photography of children in some cases due to, violations of privacy, distribution, etc. To accommodate everyone and not infringe on others' rights or violate any laws photos and videos are prohibited during classes.
5. Content protection. Purely Moore Fitness offers classes and services not readily available in Newton or the surrounding areas. Class content is created exclusively for this facility. We do not allow photos and videos to protect our class content.

### **When Media is Allowed:**

1. At PMF we will have special occasions when photos or videos are allowed and ALL PMF members should be aware of those times. During fitness challenges, showcases, events, special programs or assessments, you may take photos or videos. It is only during specific controlled setting and when video and photos are expected that they are allowed. You will

be given advanced notification of those times. If you do not consent to having your photo taken at any events, please make sure you remind staff members. Please note, this is a time photos/videos are allowed at PMF, meaning although PMF will respect your privacy and not take photos/videos of you if you opt out, other patrons may inadvertently capture a picture of you or your child in the process of taking photos and videos of themselves or their family members. There is no way to prevent this during those occasions.

2. PMF does reserve the right and will, with notice, take videos or photos for promotional purposes. Any videos or photos taken for promotion are done by staff members. Photos or videos may be used in various forms of advertising including, but not limited to, social media, print ads, website, or in facility. You are welcome to opt out of those photos by telling a staff member. If you do not want photos or video taken of you for promotional purposes you do need to make sure you indicate this status on this document.
3. We do have security cameras in place to monitor the facility and ensure all safety requirements are met. When at PMF you are being videotaped only for those purposes. Security cameras and footage are used to protect you, us, and the facility. The footage is never released, used, or distributed, unless required by law. PMF will only release videos to law enforcement if necessary to adhere to laws or in the event a crime has taken place.
4. **NRC Classes:** NRC staff are allowed to take photos/videos of their classes and participants with notice. NRC facility does have participants sign a photography waiver and are aware if you do not wish to have your photo taken. Please remind any NRC staff if you would like to opt out of promotional photos. NRC staff will not be allowed to and should never film PMF clients.

### **RELEASE**

I have read and understand the guidelines regarding photography and video in this document. I agree to adhere to the media rules set by PMF. I understand violating these rules can result in my being banned from observing practices, classes, and training sessions or being forced to leave the facility. I further acknowledge PMF does allow some video and photography in controlled settings and/or for promotional purposes but does so with advanced notice. I have been made aware of this policy and understand I may at times be photographed or videotaped for these purposes. I also release and hold harmless PMF from any liability regarding photos or videos that may be taken of me or my child by others.

Additionally, I am aware and understand the building does have video cameras in place as a security measure to protect patrons, staff, and the facility. I understand the content from those cameras is only used to monitor the facility and will not be released or distributed unless required by law.

Please sign one:

I, \_\_\_\_\_, agree to the policies in this document. I opt to allow PMF to use photos or video of myself or my child for promotional

purposes only. I do understand I can take photos/videos at the facility during designated times and release PMF from any liability concerns during those events. Furthermore, I also release and hold harmless PMF from any liability issues regarding pictures taken by others of myself or my child. I fully acknowledge PMF has set and upholds standards to protect my privacy to the best of their ability. I also understand I am being videotaped for security purposes.

OR

I, \_\_\_\_\_, agree to the policies in this document. I understand PMF does have security cameras in place for safety monitoring, and I am videotaped for those purposes. I opt to maintain my privacy and request NOT to be photographed or videotaped for promotional purposes or by PMF staff during designated facility photo times. I do acknowledge it is my responsibility to remind instructors and staff of my wishes when photo opportunities are assigned. Furthermore, I release and hold harmless PMF from any liability issues regarding pictures taken by others of myself or my child. I fully acknowledge PMF has set and upholds standards to protect my privacy to the best of their ability.