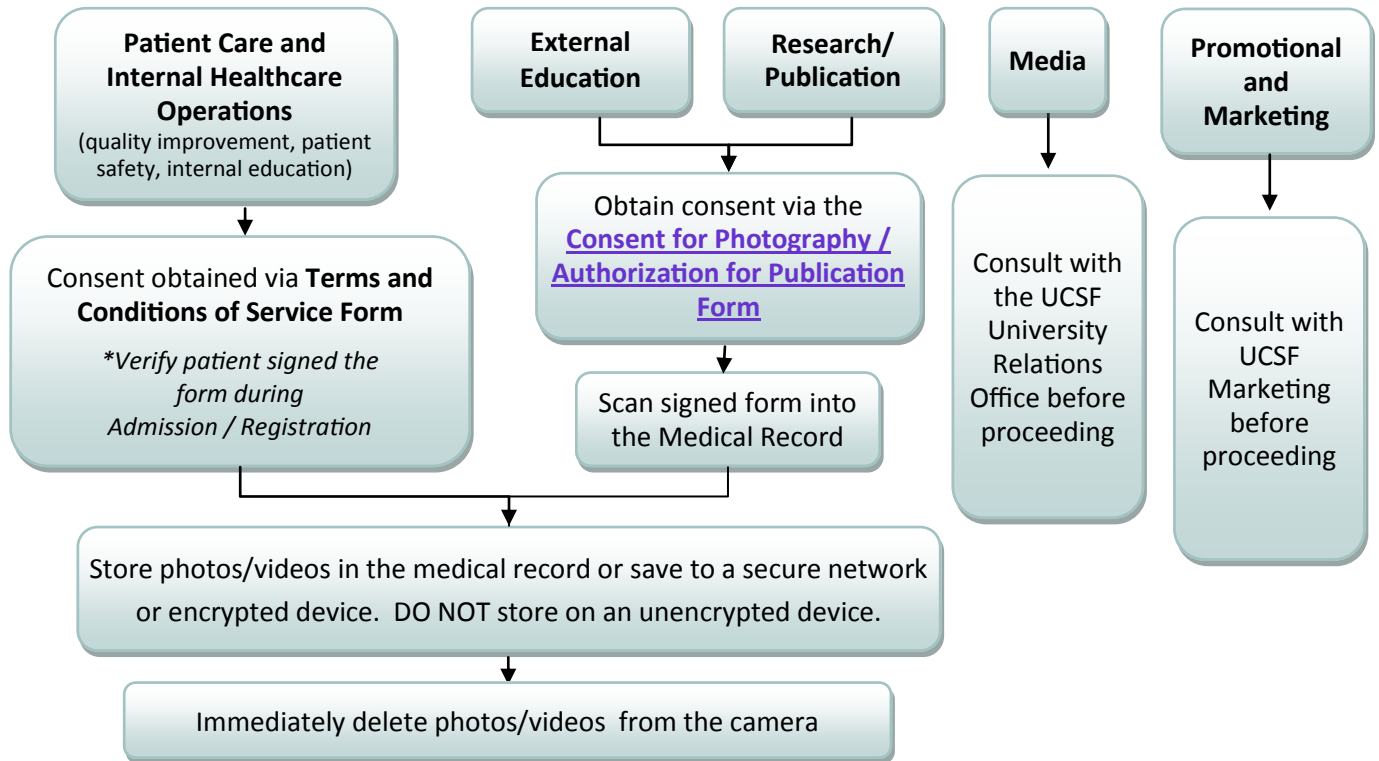


Photography and Video Recording at UCSF

Protecting the privacy and confidentiality of patients' health information is a fundamental ethical concept and requirement in healthcare. As part of its efforts to protect patient privacy, UCSF has policies in place for photography and video on UCSF premises. UCSF workforce members wishing to film or photograph within UCSF must follow the process and guidance described below

Getting Approval for Photography or Video Recording: Consider the Purpose



Guidelines for Photo and Video Recording and Use

- ****IMPORTANT!!** Do not post photos, video, or patient information on social media without the patient's written authorization.** For UCSF social media guidelines see: <http://www.ucsf.edu/about/social-media-overview/social-media-guidelines>.
- **Patients are not the only ones who need to consent.** Anyone your photograph or video captures needs to consent to the recording and any distribution of the content. This includes UCSF personnel, patients' family members, and visitors. A non-patient consent form can be found at: http://communicators.ucsf.edu/resources/files/non_patient_consent.pdf
- **Minimize personal identifiable information in images.** Where possible, avoid including the patient's name or personal information (e.g., MRN, DOB, SSN) in the recording or image. Note that facial images are identifiable in and of themselves.
- **Use appropriate equipment.** Do not use a personal camera or phone. Wipe the memory card after each use. Do not leave the camera unattended and store it in a secure and locked area when not in use.
- **Do not publish materials without consent.** All people in the image or video must consent to all uses of the materials. ***NOTE:** This includes using clinical photographs in lectures and/or presentations attended by any non-UCSF workforce members. Images paired with the case study information can sometimes identify the patient, so prior to publishing images or recordings during these events you must obtain patients' prior written consent, even if direct identifiers are removed.
- **Use secure mechanisms to communicate with healthcare providers.** When sending patient photographs for consultation to other providers, only use UCSF approved technology. For a list of UCSF-approved systems to store/share images, contact the IT Service Desk at (415) 514-4100.