



PORTRAIT RIGHTS

Everyone captured on photograph or video is automatically entitled to portrait rights. This means that any person who publishes the photograph or video requires permission from the depicted person to do so.

PORTRAIT RIGHTS AND PUBLIC SPACES

There is an exception to portrait rights in the form of making photographs or video recordings in public spaces. In those cases, publication of photographic footage and video footage is automatically permitted as long as it does not harm the depicted person (harm as in 'presenting them in a negative way'). The context of the publication plays an important part in this. Publicists are required to handle these matters with additional care.

TRANSFERENCE OF PORTRAIT RIGHTS

By signing a portrait rights release, the depicted person can transfer their portrait rights to the publishing party. This release can be used to stipulate how the publishing party is allowed to use the work. Some examples are only for online resources or all resources and for a definite or indefinite period of time.

REQUESTING A PORTRAIT RIGHTS RELEASE

Utrecht University works with standard portrait rights releases. Please request a portrait rights release from the Corporate Identity Team (Roswitha Volten: r.e.s.volten@uu.nl or huisstijl@uu.nl) or download the faculty and UU- specific portrait rights release from intranet (<https://intranet.uu.nl/en/photographs-videos-and-illustrations>).

PORTRAIT RIGHTS AND PUBLICATIONS

Utrecht University does not work with professional models in image campaigns and corporate videos, but with staff members, students and alumni who have ties to Utrecht University. These persons always sign portrait rights releases for this purpose, in which they give permission for publication and fully relinquish all rights of use regarding the campaign photographs or video recordings.

Models from the Faculty of Veterinary Medicine and the Faculty of Medicine are required to request permission in advance from the relevant communication departments. This is because of the patients' rights to privacy.