

# NOAA B-WET Photo Release Guidance

NOAA is required to get permission from all individuals when collecting their photos, videos, audio recordings, names, and biographical information to use in communication, education, and outreach products. Please see this guidance for what to submit to NOAA so we can use your project photos and related materials. Submission of photos to NOAA is optional.

## What to know about photo releases:

- They are required for photos of youth and adults, including staff.
- They are required even for faces seen in profile and wearing masks.
- You can have individuals sign ONE form to give permission for all their images, videos, etc. taken throughout your project.
- You must be able to identify individuals featured in your submitted photos and share the relevant NOAA-approved release forms with NOAA.
- NOAA-approved language that you may include in your own photo release forms is included below.
- Alternatively, a NOAA-approved likeness and profile release form is available on the [B-WET Grantee Resources page](#). Please contact your regional program manager if you have questions about using this release.

## Please do NOT share:

- Photos that include faces if you do not have all individuals' signed release forms.
- Photos that you do not want NOAA to use online or in printed materials.
- Photos where an individual's permission is assumed through an opt-out policy, where schools ask students to opt out, but no actual releases are collected. (This does not meet NOAA's requirements.)

Your organization's photo release form that does not use the NOAA-approved language below may meet NOAA's requirements, but will need to be reviewed and approved by NOAA. The review process may take up to one month. Please contact your regional program manager and share a copy of your current photo release form language if you would like to pursue this option.

## NOAA-approved language for use in grantee release forms:

Your organization may insert this language into your own photo release form and NOAA will be able to use the resulting photos:

"I also consent to [Organization] providing prints, photographs, video recordings, and audio recordings to the National Oceanic and Atmospheric Administration (NOAA) and grant NOAA the right to use, reproduce, edit, and/or broadcast any and all photographs, video recordings, and audio recordings of [me/my child/the minor] taken by or on behalf of [Organization] during activities funded or supported by NOAA. Please see the [NOAA Privacy Act Statement](#)."

Please modify the text in brackets to match the information in your photo release form in which it will be used.

If individuals are signing paper forms, then you should provide this [QR code](#) on your photo release form so that participants can access the Privacy Act Statement.



[Download the QR code](#)