



NW Face and Body

MARKETING POLICY: PHOTOGRAPHS AND VIDEOS OF PATIENTS

Objective:

The goal of the Marketing Policy is to ensure that patients of NW Face and Body (the “Practice”) understand the Practice’s processes for obtaining and publishing photographs or videos of its patients, as well as the right of patients to control the publication of photographs or videos created by the Practice.

Policy:

Patients may find photographs or videos of the services we provide useful in making a decision to proceed with treatment. However, the Practice understands that patients pursue its services for myriad reasons, some of which may be sensitive or confidential. Accordingly, prior to the publication of any patient photographs or videos (including before-and-after materials), the Practice will obtain a patient’s written authorization to publish or utilize those materials. No patient is required, in any way, to authorize use of their images. This is a completely voluntary decision by the patient and should not be influenced in any way by a member of the Practice.

The use of photographs or videos may include electronic publications, in office use with patients, Practice website posts, social media posts, educational seminars, and presentations. A patient’s informed consent only authorizes use of photographs or videos for these purposes. To the extent the Practice intends to use patient photographs or videos for purposes other than those listed, a separate consent will be obtained.

All images are de-identified and do not include the patient’s face unless the service has been specifically performed on an area of the face, such as eyelid surgery, a rhinoplasty, or a toxin injection of the face. Post-capture photograph and/or video editing or alteration is not permitted except as necessary to resize an image to “fit” a particular space on the Practice website, to remove Protected Health Information (PHI) or Personally Identifying Information (PII) as required by the Health Insurance Portability and Accountability Act (HIPAA), or to create lighting consistency across Practice media.

Patient photographs or videos that are taken in the ordinary course to document care may be retained by the Practice. These materials will be maintained by the Practice in a secure manner that safeguards patient privacy and will be stored by the Practice for the time period specified by state medical record retention requirements. Such photographs or videos will not be shared to anyone other than practitioners or staff currently employed by the Practice without the patient’s express, written consent.



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Provider Acknowledgement:

I have reviewed the Marketing Policy: Photographs and Videos of Patients and agree to comply with that policy.

I acknowledge and understand that failure to comply with this policy may lead to discipline up to and including termination.

Employee Name

Signature

Date