



# Guidelines for Using Data, Photos, and Stories in Promotions



This guide offers best practices regarding HIPPA compliant media releases.

Media Release Guidelines	<ul style="list-style-type: none"><li>• <b>Obtain a <u>Media Release</u>:</b> Before using any photos, videos, or personal stories of clients, ensure you have a signed HIPAA Compliant Media Release form.</li><li>• <b>Check for Existing Media Release:</b> If you're unsure whether a media release is already on file, check with your manager or a member of the Marketing &amp; Communications team.</li><li>• <b>No Media Release on File:</b> If a media release is not on file, it must be obtained before using the client's image or story in any materials. Forms are in the Staff Resource Hub.</li><li>• <b>Proceeding with Media Use:</b> If a media release is on file, you may proceed unless a written request to revoke permission has been received.</li></ul>
Overview of Media Release	<ul style="list-style-type: none"><li>• <b>Client Intake Process:</b> All clients are asked to sign a HIPAA Compliant Media Release form upon intake, valid until revoked in writing.</li><li>• <b>Summary of Media Release Authorization:</b> This form permits PROVAIL to use and disclose the client's PHI, story, and likeness across various platforms, with details on the scope, risks, and rights involved.</li><li>• <b>Revocation of Release:</b> The revocation is effective immediately upon receipt of the written request. Do not use the client's image or story in any new materials going forward. If the images or stories were published when you had a valid media release on file, you are not required to remove them retroactively.</li></ul>
Photo Use Guidelines	<ul style="list-style-type: none"><li>• <b>External Use:</b> You can use photos from events not hosted by PROVAIL that include people not associated with PROVAIL, as long as no PROVAIL clients are in the photo. If PROVAIL clients are pictured, obtain a media release. Best practices suggest blurring individuals in the background we do not consent from.</li><li>• <b>Internal Use:</b> Photos can be used internally (e.g., in newsletters) without needing a release. For external use, proper consent is required.</li></ul>