



هيئة الشارقة للمتاحف  
Sharjah Museums Authority

## Photography & Filming Policy

Approved by SMA Policy Committee: March 2014

## 1. Introduction:

This policy supports photography, filming and the sharing of visual information regarding Sharjah Museums Authority's (SMA) collections, buildings, and activities and to encourage access to and use of such images, videos and information for any recreational, educational, research and museum promotional purposes.

- 1.1. Purpose:** To protect the museums' collections from damage, copyright violations and to ensure the privacy and comfort of visitors to the museums.
- 1.2. Scope:** This policy applies to all visitors to the museums, researchers, non-profit organizations, and members of the media and external bodies wishing to use images for commercial purposes.

## 2. Visitors

- 2.1.** Photography, filming and sharing of information concerning the interior and exterior of museum buildings is permitted for private, non-commercial use.
- 2.2.** Flash photography may be prohibited in particular museums/galleries wherever there is a notice or sign forbidding it.
- 2.3.** Signage will be posted at all entrances and/or particular gallery spaces (such as a temporary exhibition of works on loan) notifying employees and visitors of any prohibition on photography and/or filming.
- 2.4.** Photographs, filming and sharing of visual information must not be published, sold, reproduced, transferred, distributed, or otherwise commercially exploited in any manner whatsoever.
- 2.5.** Photography and filming of museum staff or of museum visitors is expressly forbidden unless the permission of those to be photographed or filmed has been obtained.

## 3. Academic Research/ Media /Commercial Photography, Filming and Visual Information

- 3.1.** Requests for all types of photography, filming or visual information must be made in writing using the Photography and Filming Request Form.
- 3.2.** For commercial photography/filming, terms and conditions apply. Please refer to the Photography and Filming Request Form.
- 3.3.** All photography and filming must be conducted without disrupting any aspect of museum operations.

- 3.4. Photographers must ensure that all their work officially acknowledges the relevant venues and SMA as appropriate in all materials produced. A credit line “Courtesy of Sharjah Museums Authority and the (Museum name)” must be inserted whenever an image/video is used in a finalized work.
- 3.5. Permission for publication is given by SMA on a one-time basis only. Permission must be sought again if there is an intention to use the same image/video again in another publication.
- 3.6. Photographers must send their finalized images/video in high resolution digital format to the Communication and Development Department. If images to be used by the Authority, the photographer and/or the organization will be credited.

### Glossary

Copyright – a set of exclusive legal rights regulating the use of a particular expression of an idea or information. At its most general, it is literally the right to copy an original creation.

Photography – all forms of photography including still and video photography using any form of digital and non-digital video and still cameras, mobile phones, etc.

Publication – the distribution of copies, whether in printed or electronic or any other format, to the general public with the consent of the author and SMA.

Visual Information-any visual media such as graphics, logos, visual aids.