



# Privacy Buzz

January 24, 2023 Issue - taking photos/videos in patient care areas

## USE OF PHOTOGRAPHY/VIDEO RECORDING IN PATIENT CARE AREAS

***You are responsible*** for maintaining compliance with the VUMC Policy:

“Patient/Visitor Photography/Recordings and Use of Recording Devices to Capture Patients and Visitors”

### Please note the following are not permissible:

The use of Recording Devices to capture or record **images** and/or **sound** is **prohibited** in clinical areas, unless specifically authorized as defined in the above noted policy.

**\*Personal Use** of Photography/Recordings of patients, visitors, VUMC Confidential Information or secure areas of VUMC not generally viewable by the public.

**\*Posting online** or in public areas, Photography/Recordings of patients, visitors, VUMC Confidential Information or secure areas of VUMC not generally viewable by the public.

Examples of HIPAA violations include, but are not limited to, **posting without specific patient permission** a photo or video recording of a patient or **with a patient in the background**; referring to a patient by name or **other identifiers**; posting a diagnostic image or chart that identifies a patient; describing a patient with a **unique characteristic** or **enough detail** that someone who knows the patient would be able to identify them; **responding** online to a **post** or patient about their VUMC health care.

**\*The use** of Photography/Recordings without respect for patient privacy and/or dignity.

**\*The use** of Photography/Recordings **without** the individual's consent. **Patient consent** should be **written** consent. Other individuals (co-worker or visitor) may be verbal consent.

Please note: **Be aware** of what is being photographed or recorded around you. If you agree to pose for a photo or video and it is captured by a personal cell phone or device, **you are responsible for knowing** if there is a patient or any patient identifiers in the background. If that photo or video is posted to a social media site you could be identified as part of a **reportable HIPAA breach**, even if you are not the poster.

**\*Storing** Photography/Recordings of patients on a Recording Device (such as a cell phone or camera).

For more information go to: <https://www.vumc.org/information-privacy-security/> or e-mail the Privacy Office at [privacy.office@vumc.org](mailto:privacy.office@vumc.org)

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