

Revision to Policy 15 relating to budget and form

- c. An option for Branches would be to develop a marketing/advertising budget and the example Form available on the SIR website under marketing can be used to record and monitor their budget.

Revision to Policy 20A

Annual Statements

Each officer or director, and member of a committee with delegated powers shall annually, by January 15, sign a statement using Form 67 on the SIR website that affirms such member:

- a. Has read and understands the Conflict-of-Interest policy
- b. Has agreed to comply with the policy
- c. Understands SIR is a 501(c)(4) non-profit public benefit corporation and to maintain its federal tax exemption it must engage only in activities that accomplish one or more of its tax-exempt purposes.
- d. Copies of the signed annual statements signed by the management of SIR, Inc. will be retained by the Secretary of SIR, Inc. Copies of the signed annual statements signed by members of a branch BEC will be retained by the Secretary of the Branch. Copies may be retained either in hard copy or electronically.
- e. All required annual statements are due not later than January 15 of the effective year.
- f. Each new officer, director or committee member who is added during the year will sign an annual statement when appointed.

Policy B-15 – Photo Release Form

The Photo Release Form is Form 66 on the SIR, Inc. website. The intent is one form is valid for all photos past, present and future.

Purpose of Policy B-15

SIR, Inc. and its Branches use photographs and images of members, guests, and events in branch bulletins, websites, newsletters, and membership recruitment materials. The purpose of this policy is to obtain clear, voluntary consent from individuals before their images are used in such materials, and to ensure that both members and the organization understand their respective rights and responsibilities.

Background

The widespread availability of digital images through the internet and social media, combined with the rapid growth of artificial intelligence tools capable of altering or fabricating imagery, has created new and serious risks for individuals and organizations alike. Manipulated or misused images can be used to embarrass individuals, perpetrate scams, or cause significant reputational harm. It has therefore become essential that SIR, Inc. obtain member consent before using member images in any branch materials that are accessible to the public.

Scope

This policy applies to all SIR, Inc. branches and covers the use of photographs and images of members, guests, and family members in the following contexts:

- Branch bulletins, whether printed or posted online
- Branch websites, including any publicly accessible portions
- Membership recruitment and promotional materials
- Any other materials distributed to the public

The SIR photo release is intended to cover data published on social media or the internet that the public can see. Every member who might have a photo or likeness used should sign including speakers and visitors. If someone refuses to sign, your secretary should note that fact and their photo should not be used anywhere the public can view it.

The best way to deal with this policy is for your website to have a private password protected place where items with photos, videos and minutes can be stored. We do not have audio or video release forms as they are less common, but if you plan to publish audio or video data so the public can view it, you may want to consider having a separate form. As stated before, the best way is to publish locally with password protection so the public cannot view or use it.

Procedure for Policy B-15

Branch Level Administration of Form

Responsibility: The Branch Secretary to get form signed prior to first photo or image use

Members Chairman: New Members when completing the New Members Application sign a Photography Release Form

Retaining the Forms: The filing of the Form will be delegated to the Branch Secretary

Key Legal Elements of a California Photo Release

In California, a photo release form is a legal document used to obtain consent to use an individual's image, likeness, or voice for commercial purposes, advertising, or public display. Under California Civil Code Section 3344, written permission is required before using someone's photo for commercial, marketing, or promotional use.

- **Identifiable Information:** The release must specify whose image is being used and how.
- **Purpose:** Clearly state if the photos are for commercial, social media, or marketing use.
- **Signatures:** Adults must sign for themselves; parents/guardians must sign for minors.
- **Rights Granted:** Often grants irrevocable, unrestricted rights to use and edit the images.

When a Release is Needed

- **Commercial Use:** Using a person's photo in ads, websites, brochures, or social media to sell products or services.
- **Endorsements:** Any photo implying a person endorses a product or brand.

When a Release is NOT Needed

- **Public Settings:** Taking photos in public places, provided they are not used for commercial, promotional, or endorsement purposes, and there is no reasonable expectation of privacy.
- **Editorial/News:** Photos used for news, information, or public interest.

Specific California Regulations

- **Right of Publicity (Civil Code 3344):** Protects individuals from having their name, voice, signature, photograph, or likeness used for commercial purposes without consent.
- **Mugshots (AB 1475/AB 994):** Law enforcement is prohibited from sharing booking photos for nonviolent crimes on social media unless specific exceptions apply.
- **Real Estate (AB 723):** As of Jan 1, 2026, realtors must disclose if listing photos have been significantly digitally altered.