



MODIFYRE Media & Photography Policy

Revision	Date of issue	Prepared by	Reviewed by
A	15 May 2018	Elliot Hunt	Shane Sugrue
B	2 March 2019	Marisa Georgiou	Megan Keene
C	17 April 2023	Ang Kirkland	



Purpose

Modifyre and Burn Arts Inc. recognise its responsibility in ensuring the agency, privacy and safety of all its participants and is committed to protecting their privacy, especially when it comes to capturing photographs or videos of other participants. As either a participant or a registered media member, you must be aware of your rights and responsibilities around the use of any photography, video or audio.

Please note artwork includes any 2D, 3D, interactive or participatory art of any kind. If you cannot locate the artist at the time of capturing the media you must locate them either during or after the event prior to any form of distribution.

Summary

If you are still unsure whether to register as media, it's best to register and someone from the Communications team will get in touch. Whether you are taking images or footage for personal or professional reasons, if you are seen taking lots of footage or images, or documenting a moment of self-expression, someone may still ask you to wear a lanyard. The safety and consent of all participants is paramount at Modifyre, and in the spirit of Civic Responsibility we ask you respect this request should this occur.



1 Consent

Whether you are taking photos or video for your own personal use, to share with friends, or if you are a professional wanting to spread the Modifyre message, you must always obtain CONSENT!

What is consent?

Consent is a clear verbal affirmative – a “Yes” – in response to a request for permission. It is not “No”, or “Maybe”, or a shrug of the shoulders, or a “well... I didn’t really ask, so...”

How does Consent relate to photography?

The wellbeing and comfort of all participants at the event is paramount. Sometimes that glorious moment of Radical Self-Expression and Immediacy on the paddock isn’t so glorious once taken out of context back in the Default World. Sometimes family, friends, and colleagues are not quite as accepting of our tutu-wearing habits as our fellow participants...

So, should you wish to record media of any subject* at the event, you must obtain clear and informed consent from the person or people you are recording, either:

- before capturing the photo or video; or
- immediately after capturing the moment

For example, if you are trying to take a photo or video of something that would be best captured ‘in the moment’, you should approach them immediately afterwards, introduce yourself, and show them the image you have captured on your device. If they request that you delete the media you are expected to do so immediately. **This is especially important if there is nudity, intoxicants of any kind, sexual activity or children depicted.**

If you are asked to stop filming or recording at any time you are expected to do so immediately.

You must be prepared to respect other participants’ privacy when asking for consent to capture their image, regardless of whether it will be shared publicly or not. Should they refuse at the time or change their mind afterwards you are expected to respect their decision.

*Subject’ refers to any person that can be clearly identified in a photo, video or audio recording.



2 Personal vs. professional use

2.1 Personal use

Participants are welcome to take photos, videos and audio recordings at the event for their personal use (provided consent is obtained when it includes other participants or their artwork). Personal use includes:

- sharing with your friends; and
- posting media on your own personal social media accounts (eg. Facebook, Instagram, Flickr, Youtube), so long as your posts are not used for commercial purposes and the social media accounts are not used for promotion of any products or services, nor monetised through advertisements or similar means.

Unless you have prior written permission from Modifyre, you may only use media obtained at the event for personal use. Any use that falls outside these examples above is considered professional use.

2.2 Professional use

Professional use refers to any media that is, or intends to be, distributed to a wider audience (ie. distributed to people outside your personal network of friends) or used for the purposes of financial gain.

Examples of professional use of media includes using any photo, video or audio:

- to publish in a printed or online book, magazine or newspaper;
- as footage in a professional quality video;
- in a gallery show;
- in a documentary, movie or television show;
- to distribute to any third party for publication;
- on any third party websites or blogs

If you wish to use any photo, video or audio from the event in any professional (non-personal) capacity, you must register prior to the event.

When publishing photos or videos of any artworks either yourself or through a third party, you must also ensure that any media is appropriately credited to the artist (ie. not just the photographer).

Can I sell my photos to cover the cost of my trip to Modifyre?

No, not a chance, nope, niet, nein, no way José! Decommodification means resisting the process by which anything – an object, service, artwork, or person - is turned into a product suitable for purchase. Use of media for sale or profit directly contradicts this principle.



3 Media passes

If you wish to apply for a professional media pass to take photos or video at the event, you can register via the online form

(<https://www.cognitofrms.com/Modifyre1/modifyre2019mediaregistration>).

Once you have been approved as registered media, you will need to check in at The Heart to receive your media pass. This pass will allow participants to identify and get in touch with you during or after the event.

If you do not apply for a media pass prior to or during the event (ie. your photos and videos were originally intended for personal use but you now wish to use them professionally), you are encouraged to contact the Comms team and obtain permission prior to publishing your media.

You can contact us by emailing comms@modifyre.org.



4 Post-Event and Credits

4.1 Depiction of Activities

All official Modifyre media is prohibited from publishing any image that depicts activity that could be construed or interpreted as illegal.

4.2 Consent

Participants in our community have the right to revoke consent at any time, for any reason. You may be contacted directly by a participant for removal of an image, or Modifyre may do so on their behalf.

If you are contacted regarding deletion of an image, you are required to do so, no questions asked, regardless of whether prior consent was previously given.

4.3 Credit

We would love to share your work with our participants! Artistically speaking, the Modifyre community collectively creates the creative environment.

In this way, we believe that the images belong to the artists, performers and community that created the content that is photographed, as well as the photographer.

In this vein, artists who see their work photographed are entitled to ask for their work to be credited. We hope this will go both ways, with artists sharing and crediting photographers too!



5 Other considerations

5.1 Drones

Drones are considered professional media as they need to be operated by a licensed operator. You will need to register as a professional media member prior to any use of your drone at the event.

The rules of consent still apply with any drone recordings. You are expected obtain consent from anyone that is clearly identifiable in any of your recordings.

5.2 'No media' zones

There may be spaces around the event site where no photography or videos will be allowed. These are spaces where participants can freely express themselves safe in the knowledge that they cannot be filmed or photographed

The No Media Zones will be clearly marked at the entrance of each of these spaces.

5.3 Representing Modifyre

Modifyre is not a festival, nor is it just a party; it is a participatory arts event and an experiment in temporary community. We encourage you to capture the essence of our Burn as truthfully as you know how.