**SEFAA Photo and Video Usage Policy**

**Purpose**  
The Southeast Florida Apartment Association (SEFAA) frequently captures photos and videos during its events for the purpose of promoting the organization’s mission, initiatives, and member engagement through digital and print materials. This policy outlines how media is used and how attendee consent is managed.

**Consent to Use Images and Videos**

By attending a SEFAA event, all participants grant SEFAA the right to capture, use, and distribute photographs and video footage in which they may appear. This includes, but is not limited to:

* SEFAA promotional materials
* SEFAA websites and social media platforms
* Event recap communications
* Internal presentations and reports

These images and videos will only be used for SEFAA purposes and will not be sold or distributed to third parties for unrelated use.

**Notice and Acknowledgement**

* Event registration forms and ticketing platforms will include a media consent clause.
* Attendees who prefer not to be photographed should notify a SEFAA staff member at check-in.

**Restrictions on Outside Photography and Videography**

To protect the privacy of our attendees and the integrity of our media usage:

* **Outside photographers and videographers are not permitted** at SEFAA events without prior written authorization from SEFAA management.
* Approved vendors must sign an agreement outlining acceptable use of any media captured, which must align with SEFAA's brand and mission.
* Unauthorized photography or filming may result in removal from the event and/or revocation of SEFAA access privileges.

**Contact**

For questions or special requests related to media usage, please contact:

SEFAA Events & Marketing Team