



ORLANDO COLLEGE OF OSTEOPATHIC MEDICINE

OCOM Policy & Procedure

Policy #D075

Orlando College of Osteopathic Medicine

Policy Order Number: D075

Effective Date: March 25, 2025

Revised Date: March 25, 2025

DEAN APPROVED: March 25, 2025

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Dean & Chief Academic Officer

Policy: Recording Policy

1. Purpose:

This policy establishes guidelines for the video recording, audio recording, photographing, and publication of likenesses of students, faculty, and staff of the Orlando College of Osteopathic Medicine (OCOM) for institutional purposes, including but not limited to, marketing, promotional materials, educational content, documentation of campus events, and simulation training and assessment.

2. Scope:

This policy applies to all students, faculty, staff, volunteers, and visitors of OCOM. This policy also specifically includes the recording of simulation activities for educational and assessment purposes.

3. Policy Statement:

OCOM is committed to showcasing the vibrant and dynamic life of its community and to providing comprehensive medical education. To achieve this, the College may capture and utilize video recordings, audio recordings, photographs, and other forms of likeness of students, faculty, and staff. These recordings and images may be used in various formats, including but not limited to:

- **Marketing and Promotional Materials:** Brochures, websites, social media, advertisements, and other promotional materials.
- **Educational Content:** Online courses, training videos, presentations, and other educational resources.
- **Campus Events Documentation:** Recordings of lectures, conferences, ceremonies, and other events.
- **Internal Communications:** Newsletters, intranet postings, and other internal communications.
- **Archival Purposes:** Documentation of the College's history.



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- **Simulation Activities:** Recording of simulation scenarios for student and faculty training, assessment, and debriefing. This includes the use of recordings for faculty development and curriculum improvement.

OCOM will make reasonable efforts to ensure that the use of these likenesses is consistent with the College's mission and values and is presented in a professional and respectful manner.

4. Student Consent:

By enrolling at OCOM (for students) or accepting employment (for faculty and staff), individuals acknowledge and consent to the potential capture and use of their likenesses as described in this policy.

4.1 Simulation Recording:

- Recording of simulation activities is considered a mandatory component of the medical education curriculum. Therefore, there are no opt-out requests for recordings made for simulation purposes.
- These simulation recordings will be used solely for educational and assessment purposes within the Simulation Center and by authorized faculty.
- Recordings will be handled in a HIPAA compliant manner when appropriate.
- Recordings will be deleted after a reasonable time frame, unless they are required for accreditation purposes.

4.2 Faculty and Staff Consent:

Some events and recordings will be considered part of the employment agreement, such as graduation and white coat ceremonies. Simulation related recordings for faculty development are also considered part of the employment agreement.

5. Limitations:

- This policy does not apply to recordings or images captured by individuals for personal use.
- OCOM will not use likenesses in a manner that is defamatory, discriminatory, or violates applicable laws.
- OCOM reserves the right to capture and use likenesses for security and safety purposes, as permitted by law.
- Simulation recordings will be used for educational purposes only.

6. Policy Review:

This policy will be reviewed and updated periodically by the Communications and Marketing Department and the Simulation Center, in consultation with relevant stakeholders.

7. Contact Information:

For questions or concerns regarding this policy, please contact the Communications and Marketing Department at communications@ocom.org or the Simulation Center.

8. Disclaimer:

This policy is subject to change at the discretion of OCOM.