Film permits are issued at no cost, however permit sponsors will be required to enter a University speed type or billing address when completing the permit request.

**University-related Marketing and Advertising:**

Includes projects intended for marketing and advertising of university-related elements, including schools, colleges, departments, and units. These projects require a permit that must be obtained by submitting a request in the Virtual EMS system, as well as signed talent releases for all subjects.

External vendors filming on behalf of the university must be accompanied by a university sponsor (e.g., a faculty or staff member) at all times. For a list of recommended vendors for filming projects, contact University Communications.

**External/Commercial Filming:**

Use of university grounds, buildings and subjects for non-university photo, film and recording purposes are evaluated on a case-by-case basis, and require additional levels of approval and permitting. Fees for use of university grounds may also be required. Requests must be made through the Virtual EMS system by a sponsoring university entity. Departments, divisions or person(s) sponsoring such activities must be willing to provide a valid university speed type for any damage related to the request and be present for all activities related to the project.

External parties (including contractors hired for any external/commercial projects) are required to provide proof of insurance. Details regarding this insurance requirement are available via [APS 7001: Insurance and Indemnification Requirements for Use of Facilities by Non-University Groups](#) or contact [urmucddirs@cu.edu](mailto:urmucddirs@cu.edu). All third parties working with external/commercial projects must complete the University approved Location and Property Release Agreement. Contact Erin O’Brien ([erin.2.obrien@ucdenver.edu](mailto:erin.2.obrien@ucdenver.edu)) in the Office of University Counsel with any document questions.

**Talent Releases:**

A signed talent release is required from all persons (students, faculty, staff and/or members of the public) visibly recognizable in photos, videos or audio recordings used for university-related marketing or advertising, as well as student projects. For persons under 18 years of age, a talent release must be signed by a parent or legal guardian.

**Family Educational Rights and Privacy Act (FERPA)**

All communications and content—including images, videos and recordings—sharing information about students or their educational records must understand and comply with [the Family Educational Rights and Privacy Act (FERPA)](#).
Health Insurance Portability and Accountability Act (HIPAA)

All communications and content—including images, videos and recordings—sharing any
dividual health-related information must understand and comply with provisions of
the Health Insurance Portability and Accountability Act (HIPAA). HIPAA releases will be
required for all photos, videos, and film taken in a clinical care area on university or
affiliate hospital property.

THINGS TO CONSIDER BEFORE REQUESTING A FILM PERMIT:

Timing: It can take up to 7 business days for your film permit to be approved. Please keep this
in mind when planning filming projects.

Reserving Space: Use the Virtual EMS room scheduling tool to reserve space in a CU Denver
building or on the CU Anschutz Medical Campus for filming. The requester must verify building,
elevator, and room access before submitting a film permit request. Access to spaces other than
those reserved through normal channels will be reviewed for health and safety concerns and
may not be available for use.

Security and Housekeeping: Your film permit request will be evaluated for housekeeping
services (cleaning, trash collection, trash disposal), temperature control (HVAC), damage
inspection, etc. Some activities may also require security personnel to provide access or to be
present. You will be notified if these services are required.

Filming with Unmanned Aircraft Systems (UAS):

All use of UAS for university purposes (including for education, research and public service)
requires appropriate FAA approvals. Per university policy, filming on campus with UAS is not
permitted. Contact Erin O’Brien (erin.2.obrien@ucdenver.edu) with questions related to this
policy.