

Checklist - Image rights at events in Switzerland

The right to one's own image in general

Obtain permission from the person photographed on the photo, if the photo

- is used for advertising purposes
- falls under sensational or scandal reporting (accidents, exposing situations)
- represents a targeted invasion of privacy that is considered investigative
- shows one or more children (parental permission required)

You do not need the permission of the person depicted if

- it is a mere editorial reporting
- the persons gets lost in the group of people, so he/she does not stand out
- it is a public event

Image rights at events - what is allowed?

This is allowed without explicit consent, unless photographing is expressly prohibited:

- souvenir photos for mere private use
- photos for coverage at public events
- photos of groups of people without focus on specific individuals

This is allowed with the consent of the person being photographed:

- moving one or more persons into the focus of the picture
- highlighting children in the picture (with the permission of the parents)

This is allowed with the consent (accreditation) by the organizer, if it is a private event:

- professional photos for reporting
- professional photos for commercial purposes
- photographing in the previously defined time window
- photographing from the previously defined position
- use of a flash in a previously defined presentation format
- photos of visitors while respecting their privacy (individuals only with their consent)

As a visitor of an event, always pay attention to:

- the information on any photo and video recordings on the tickets
- the terms and conditions of the organizer and the event information on image rights and private photos

More information on this topic can be found at ifolor.ch