



**1 Nature Place
McKinney, TX 75069**

Photography & Videography policy **Updated June 15, 2012**

By entering Heard Natural Science Museum and Wildlife Sanctuary, all staff, guests and volunteers grant permission to Heard Natural Science Museum and Wildlife Sanctuary and its agents to utilize any visitor's image, likeness and/or sound recordings for the purpose of marketing and promoting the museum whatsoever in perpetuity.

The Heard Natural Science Museum and Wildlife Sanctuary also invites visitors to take video or still photographs for personal enjoyment (non-profit making) while enjoying their visit to our museum, exhibits and sanctuary. While shooting, consideration must be given to other visitors so that other visitors' views are not obstructed. Students who are using The Heard for a school assignment will need to contact Stephanie Jennings, Heard Marketing & Communications Director, to discuss whether or not staff assistance is required. These requests will be considered on a case-by-case basis, and a fee may be charged depending on the level of staff involvement.

All images and videos taken by guests, patrons, employees and volunteers are allowed free of charge (exclusive of admission fees) so long as the images and videos are used for a personal, non-commercial purpose and as long as staff assistance is not required.

Wedding and portrait photography is allowed at The Heard for an applicable fee. Some of the same considerations apply to portrait and wedding photographers that are listed below for commercial photography.

Heard Natural Science Museum and Wildlife Sanctuary reserves the right, in its sole discretion, to withhold or withdraw consent to photograph and video or to reproduce photographs or video of The Heard Natural Science Museum and Wildlife Sanctuary and related property, which includes special exhibits and buildings.

By entering the property of Heard Natural Science Museum and Wildlife Sanctuary, all guests, patrons, employees and volunteers agree that photographs and videos taken of Heard Natural Science Museum and Wildlife Sanctuary may not be used for commercial profit (i.e., financial gain), for publicity, or for any other purpose that commercially or publicly exploits the photos and videos (including posting the images on the Internet) without the express written consent of Heard Natural Science Museum and Wildlife Sanctuary. The Heard does not allow photography that is intended to be placed with stock photography agencies or that is offered for sale on personal websites.

All trademarks, service marks, logos, images, and facilities of Heard Natural Science Museum and Wildlife Sanctuary are the sole property of The Heard Natural Science Museum and Wildlife Sanctuary and may not be used, reproduced, displayed or distributed without the written consent of The Heard Natural Science Museum and Wildlife Sanctuary.

For persons intending to take photos/film/video for commercial purposes (other than for wedding or portrait photography) at The Heard, a request must be submitted in writing to Stephanie Jennings, Marketing & Communications Director at sjennings@heardmuseum.org.

at least 24 hours prior to the date of the intended photo shoot. The Heard will determine the appropriateness of the request, feasibility of scheduling, and associated fees at that time.

For wedding and portrait photography, please contact Brenda Hinton at bhinton@heardmuseum.org or 972.562.5566