

 THE LUNDQUIST INSTITUTE	Issuing Office:	Marketing and Communications
	Effective Date:	January 1, 2026
	Last Revision:	N/A (New)
	Approved By:	TLI Executive Leadership Team
Filming, Photography, and AI-Generated Media Policy	Page:	1 of 3

1.0 PURPOSE

This policy establishes requirements and procedures governing filming, photography, audio/visual recording, and the creation or use of AI generated or AI enhanced media on property owned or operated by The Lundquist Institute ("TLI"). The policy is intended to protect patient privacy, research integrity, intellectual property, and institutional reputation while enabling appropriate media engagement, academic activity, and storytelling aligned with TLI's mission.

2.0 APPLICABILITY

This policy applies to:

- All TLI investigators, staff, trainees, students, and affiliates
- News media and journalists
- Third-party organizations, vendors, sponsors, and collaborators
- Tenants operating within BioLabs at The Lundquist Institute

This policy applies to all TLI grounds, buildings, laboratories, offices, meeting spaces, and outdoor areas, whether activities are conducted in person or remotely.

3.0 POLICY STATEMENT

TLI property is private. Filming, photography, audio recording, and the capture or generation of visual or audio content – including content that is AI generated or AI assisted – may not occur on TLI premises without prior written authorization from TLI Marketing and Communications (MarComm), except as explicitly permitted for academic and internal business purposes under this policy.

TLI reserves the right to deny, limit, revoke, or impose conditions on any media activity to safeguard privacy, safety, research operations, contractual obligations, and institutional interests.

4.0 GUIDING PRINCIPLES

In reviewing and approving requests, TLI will:

- Prioritize uninterrupted research, clinical, and educational operations
- Protect patient confidentiality, honor human subjects protections, and ensure HIPAA compliance
- Safeguard unpublished research, proprietary data, and intellectual property
- Ensure accuracy, context, and ethical representation of TLI science and personnel
- Prevent implied endorsement, misrepresentation, or reputational harm

5.0 DEFINITIONS

- **Filming:** Any photography, video recording, audio recording, livestreaming, or capture of visual or audio content by any device.
- **AI Generated Media:** Content created wholly or partially using artificial intelligence, including synthetic images, video, voice cloning, avatars, deepfakes, or generative editing tools.
- **AI Enhanced Media:** Media altered, augmented, or edited using AI tools (e.g., background replacement, voice modification, image enhancement).
- **Commercial Use:** Any activity intended for advertising, promotion, fundraising by external entities, sponsorship, or revenue-generating purposes.

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6.0 PRE-APPROVAL AND AUTHORIZATION

6.1 General Requirements

All news media and third-party filming requests must receive prior written approval from MarComm. Requests must be submitted via the Request for Permission to Film form and emailed to media@lundquist.org at least 15 business days in advance, when feasible. Requests must disclose:

- Purpose and intended audience
- Locations, duration, and personnel involved
- Equipment and logistical needs
- Intended distribution channels
- Any use of AI tools in capture, editing, synthesis, or post-production

6.2 Expedited News Requests

Time-sensitive media requests may be directed to Jennifer Strong, VP, Strategic Marketing and Communications, at jennifer.strong@lundquist.org. Approval may be granted verbally but must be confirmed in writing.

7.0 AI-SPECIFIC REQUIREMENTS AND PROHIBITIONS

The following are strictly prohibited without explicit written authorization:

- Creation of synthetic likenesses, voices, or avatars of TLI personnel
- Use of AI to recreate or simulate laboratories, patients, or research activity
- Training AI models using images, audio, video, or data captured at TLI
- Use of AI generated content that could reasonably be interpreted as real footage of TLI people, patients, or facilities

All AI assisted content must:

- Be clearly disclosed as AI generated or AI enhanced
- Be reviewed and approved by MarComm prior to release
- Include disclaimers as required by TLI

8.0 INTERNAL INSTITUTE BUSINESS

TLI departments may conduct filming for internal communications, education, and marketing purposes with MarComm notification. All identifiable individuals must sign applicable consent and release forms. AI tools used internally must comply with TLI data governance, privacy, and cybersecurity standards.

9.0 ACADEMIC AND SCHOLARLY USE

Investigators, staff, and students may film for teaching, coursework, research, and noncommercial scholarly dissemination, provided activities. In doing so, they must agree to the following:

- Do not disrupt operations
- Protect human subjects and confidential data
- Disclose efforts to MarComm
- Do not involve commercial or AI synthetic reuse

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10.0 BIOLABS AT TLI

- Tenants must obtain prior approval from BioLabs at The Lundquist Institute management, who should inform TLI's MarComm Team at least 5 days in advance of filming.
- BioLabs' liability insurance must be confirmed to extend to filming activity. If not, the tenant must provide separate proof of insurance meeting TLI's requirements.
- All activity outside the BioLabs-leased space remains subject to the full TLI filming policy.

11.0 Insurance and Workers' Compensation Requirements (External Requestors)

All external individuals, organizations, vendors, production companies, and media entities requesting permission to film, photograph, record, or generate AI-assisted content on TLI property must provide proof of insurance and workers' compensation coverage prior to approval.

Required Documentation

Before any filming activity begins, external requestors must submit:

1. Certificate of General Liability Insurance

- A *Certificate of Insurance* evidencing commercial general liability coverage of no less than \$1,000,000 per occurrence.
- The certificate must name *The Lundquist Institute for Biomedical Innovation at Harbor-UCLA Medical Center* as an additional insured.
- Coverage must include bodily injury, property damage, and personal injury.

2. Workers' Compensation Insurance

- Proof of workers' compensation coverage for all crew members, contractors, and personnel who will be present on campus.
- If workers' compensation is not required by law for the requestor's organization, a written attestation and waiver may be required, subject to TLI approval.

11.0 POST-FILMING REVIEW AND USE

All content filmed or generated at TLI must be reviewed prior to publication or broadcast. TLI may prohibit use that misrepresents affiliation, science, or context. Use of TLI's name, logo, or likeness for endorsement is prohibited without written consent.

12.0 NON-COMPLIANCE

Failure to comply may result in immediate cessation of activity, removal from campus, revocation of permissions, and potential legal action.

13.0 ROLES AND RESPONSIBILITIES

- **Marketing and Communications:** Policy oversight and enforcement; Review, approval, supervision, and content clearance
- **Principal Investigators:** Ensure compliance within labs and research teams
- **Human Resources:** Personnel privacy and consent alignment, when required
- **Facilities:** Coordinates campus readiness for approved filming activities, including space access, safety considerations, utilities, custodial support, signage, crowd flow, and any necessary setup or teardown to ensure minimal disruption to institute operations

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14.0 RELATED RESOURCES

- TLI Permission to Film Form
- TLI Branding Guidelines
- HIPAA and Human Subjects Protection Policies

15.0 REVISION HISTORY

Revision Date	Key Updates
01/01/2026	New policy