

## BROADCASTING AND VIDEO CALLS

### TERMS AND CONDITIONS

#### 1. Use of (personal) image during videoconferences or seminars

In times like the one we are living in, when distance education, including videoconferences or seminars through networks is gaining importance, it is of utmost importance to use the image of the participants, thus leading to the intervention of copyrighting.

There exists a right to one's own image, which is part of the rights of personality inherent to every individual and which The Constitution of the United Mexican States considers human rights.

Thus, it is necessary to differentiate the right to one's own image, which is part of those personal rights that are inalienable, imprescriptible and undeniable required to develop one's own image. On the other hand, there exists a right to determine freely the way in which one shows oneself before others, as well as the individual's right to benefit from the exploitation of his or her image or portrait affixed to a material medium, which we can classify as a patrimonial right of an image.

This patrimonial right of an image translates into the power of its owner to authorize or prohibit its affixation, reproduction and distribution of any features of the image displayed in a material medium.

Portraiture is one of the branches of "Photography" protected under the Federal Law on Copyright.

Because the individual's image is an inherent right, there is no need for it to undergo any recognition procedure. Moreover, it is important to note that its use or publication remains protected throughout the life of the individual and for 50 years after death. The foregoing is stipulated on Article 87 of the Federal Law on Copyright, as transcribed below.

Article 87: The portrait of an individual may only be used or published with his or her express consent, or that of his or her representatives or holders of said rights. The authorization to use or publish the portrait may be revoked by the grantee, who shall be liable for any damages caused by said revocation, as the case may be.

However, if the videoconferences are held by mutual agreement between the organizer and the participant, it is understood that the participants agree for their image to be broadcast during the videoconference. Furthermore, in case of non-profit events, as that of the 2021 IUAES Congress Yucatan, the only

requirement is authorization from participants, after appropriate explanation thereof.

In view of the foregoing, any individual that freely and voluntarily registers for participation at the 2021 IUAES Congress Yucatan agrees to the broadcast of his or her image and other audio-visual elements shared via computer or mobile device, during videoconferences. The participant hereby agrees to hold organizers of the 2021 IUAES Congress Yucatan harmless of any liability for the use of his or her image of and the information that shared.