

ASAPS Web Video Guidelines

Aesthetic Society members may submit videos for addition to their Enhanced Practice Page (EPP) websites which are consistent with the Society's mission of patient education and safety, and which conform to the guidelines set forth below. These rules are not meant to be exhaustive, but rather to highlight the potential shortcomings, and thus reasons for rejection, of video submissions. *Submitting a video signifies understanding of, and agreement to abide by, these guidelines.*

Video Specifications

- Maximum - Maximum length of video is between 30 seconds and 2 minutes
- Format - VGA resolution (480x640) or better, QuickTime format
- Video delivery – www.acrobat.com with link to video for easy retrieval by Aesthetic Society

All videos are subject to be rejected if the video specifications and ethical guidelines are not fully met and any reasons for rejection will be provided.

Ethical Guidelines

- **No Defamatory Content.** The video must not be derogatory, offensive, threatening, defamatory or disparaging, or contain any content that is inappropriate, indecent, sexual, profane or otherwise inconsistent with the Society's mission of patient education.
- **No Illegal Content.** It must not contain content that is unlawful, or otherwise in violation of or contrary to any applicable federal, state or local laws or regulations.
- **No Commercial Sponsorship.** It must not contain any content that displays any third party advertising, slogan, logo, trademark or otherwise indicates a sponsorship or endorsement by any third party or commercial entity.
- **No Third Party Infringement.** It must be an original, unpublished work that does not contain, incorporate or otherwise use any content that is owned by a third party or entity or would violate their intellectual property rights, unless such content is accompanied by written permissions submitted with the video.
- **No Privacy Violations.** It cannot contain any content that violates any third party's publicity or privacy rights, medical or otherwise. You are responsible for obtaining all talent and patient releases from any person who can be identified in the tape, either by image or sound.
- **No Code of Ethics Violations.** It cannot imply ASAPS membership by non-ASAPS members in your practice.