

StarkHacks Media Policy

Part A: External Media Policy

1. Purpose

This policy governs all filming, photography, interviews, and content creation conducted by external media at StarkHacks. Its purpose is to protect participant safety, preserve workflow integrity, safeguard intellectual property, and ensure responsible representation of the event.

2. Scope and Definitions

This policy applies to **External Media**, defined as any non-StarkHacks-affiliated individual or organization producing media, marketing, promotional, or branded content. This includes but is not limited to:

- Corporate videographers and social media teams
- Marketing agencies and brand partners
- Sponsored content creators
- Representatives from sponsoring organizations
- Accredited journalists or reporters representing established news outlets, publications, or formal journalistic organizations

Press does not include influencers, student creators, independent bloggers, or social media personalities unless they are formally certified members of a recognized news organization.

All such entities are collectively referred to as **External Media** throughout this section.

This policy **does not apply** to StarkHacks authorized photographers, videographers, organizers, volunteers, mentors, judges, internal media teams, or authorized event personnel acting on behalf of the event. See Part B for guidelines applicable to authorized StarkHacks media personnel.

3. Registration and Access Requirements

All External Media must:

- Register in advance with the StarkHacks Team
- Check in upon arrival and obtain a **Press Badge**
- Display the Press Badge prominently at all times
- Follow all instructions from organizers or volunteers

Unauthorized filming, recording, or interviewing is prohibited.

4. Filming Permissions and Conduct

External Media may film in:

- Team workspaces
- Mentorship zones
- Maker spaces
- Public areas

Provided that they do not:

- Obstruct technical work
- Interfere with hardware assembly or coding
- Disrupt participant workflow

Additional restrictions:

- Media may not take over tables, tools, benches, equipment, or fabrication areas
- Media may not request participants to stage actions or recreate technical work
- Media may request staged content involving **only organizers or volunteers**
- No footage may portray the event, organizers, participants, sponsors, or volunteers in a negative or misleading light

5. Interviews with Participants

External Media may conduct interviews during hacking hours **only if:**

- Participants explicitly consent, and
- Participants are clearly informed that participation is optional and has **no impact on judging or winning**, including sponsor prizes

6. Privacy of Participants and Staff

General atmosphere footage does not require explicit consent.

However, upon request from any participant, sponsor, judge, mentor, volunteer, or organizer, External Media must:

- Stop filming them
- Delete all footage containing them
- Delete all copies and backups

Additional rules:

- **Minors must never appear in identifiable content**
- Organizers may require immediate deletion of any footage at their discretion

7. Intellectual Property and Sensitive Work

- Media may capture general hacking activity
- Media may **not** record or publish close-up views revealing:
 - Code
 - Designs
 - Schematics
 - Private files

- Proprietary or sensitive information

Sensitive content must be deleted immediately upon request.

8. Prohibited Filming Locations

External Media may **not** film in:

- Private rest areas
- Bathrooms
- Changing areas
- Storage rooms
- Rooms marked “**No Media**”
- Any space restricted by organizers or facility rules

Violations result in immediate removal.

9. Legal, University, and Safety Compliance

External Media must comply with all:

- Applicable local, state, and federal laws
- Purdue University rules and policies
- Facility-specific safety protocols
- Intellectual property and privacy regulations

Additional notes:

- StarkHacks assumes no liability for violations by External Media
- Media equipment must not create hazards or interfere with technical work

10. Content Removal and Copy Requests

- External Media must comply with any takedown request from StarkHacks organizers
- This includes deleting originals, backups, reposts, and derivative content
- Written confirmation of deletion must be provided upon request
- StarkHacks may request a full copy of all footage captured at the event, which must be provided upon request

11. Attribution Requirements

All publicly posted content filmed at the hackathon must tag:

- **Humanoid Robot Club Purdue**, and
- Any official StarkHacks channels or hashtags specified by organizers

12. Enforcement

Violations may result in:

- Removal from the venue
 - Revocation of media privileges
 - Blacklisting from future events
 - Notification of affiliated organizations
 - Possible legal action
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Part B: StarkHacks Authorized Media Personnel

This section applies to photographers, videographers, and other media personnel who have been authorized by StarkHacks to capture content on behalf of the event.

1. Scope

This section covers all individuals explicitly designated by StarkHacks as authorized media personnel, including internal photographers, videographers, and social media content creators acting on behalf of the event.

2. General Conduct

Authorized media personnel are trusted representatives of StarkHacks. While subject to fewer restrictions than External Media, they are expected to exercise good judgment and common sense at all times.

- Be respectful and courteous to all participants, sponsors, mentors, and staff
- Do not disrupt hacking, presentations, workshops, or judging
- If a participant asks you to stop filming or photographing them, comply immediately
- Avoid capturing content that could embarrass, harass, or misrepresent anyone

3. Prohibited Filming Locations

Even authorized personnel may **not** film in:

- Bathrooms
- Changing areas
- Private rest areas (unless explicitly permitted by organizers for specific content)

4. Respect for Privacy and Consent

- If someone asks not to be photographed or filmed, honor their request immediately
- **Minors must never appear in identifiable content**
- Be mindful of screens, notebooks, and other materials visible in frame—avoid capturing sensitive or proprietary information in close-up shots

5. Content Usage

All content captured by authorized media personnel is the property of StarkHacks and may be used for promotional, educational, and informational purposes. Authorized personnel may not use event content for personal commercial gain without prior written approval from StarkHacks.

6. Identification

Authorized media personnel should carry identification or credentials provided by StarkHacks and be prepared to identify themselves to participants upon request.

Contact

The StarkHacks Media Relations Team: media@starkhacks.com

This policy may be modified by the StarkHacks Team at any point without prior notice.

This policy is in effect from December 1, 2025.

Last updated: February 6, 2026.