



Agencja Rozwoju
Miasta Krakowa



PHOTO & VIDEO POLICY

OF THE ICE KRAKÓW CONGRESS CENTRE



- Each use of photographs of the ICE Kraków Congress Centre for commercial purposes must be approved by the company operating the ICE Kraków Congress Centre. Commercial purposes include, for example: a photoshoot for product promotion, a wedding session, a car photoshoot for a blog, a fashion shoot for a blog, a photographer's portfolio shoot, etc.
- As a public institution, the ICE Kraków Congress Centre is obliged to report income from the implementation of its statutory goals, which includes renting out the venue for brand promotion purposes. This also encompasses the sale of ICE Kraków's image. We have previously collaborated with companies such as Lancerto (suit manufacturer), Infiniti (car manufacturer), and Wawel (a Kraków-based confectionery producer). Companies we collaborate with should share similar values to the ICE Kraków Congress Centre; therefore, we only partner with selected brands.
- If a photo or video session serves educational or informational purposes, we grant permission for free photography or filming. However, before any recording takes place, the company or institution must submit a formal request (letter or email) to the ICE Kraków Congress Centre or its operator (email: office@icekrakow.pl). Decisions are made individually after reviewing the request.
- For recordings carried out by television stations – please contact the marketing department of ICE Kraków's operator: marketing@icekrakow.pl
- Use of photographs for private purposes – we allow photography for personal use, such as posting on social media (Facebook, Instagram, Twitter, etc.). Photos may be taken using non-professional equipment (e.g., mobile phones). If professional photographic equipment is used (e.g., DSLRs), the photos must be submitted for approval to: office@icekrakow.pl
- Possibility of entering ICE Kraków and taking photographs – it is possible to enter and take photos; however, prior contact with the ICE Kraków Congress Centre is required to check availability in the calendar and determine the purpose of the photography. Without prior appointment, confirmation of available time slots, and clarification of the purpose of photography, taking pictures inside the building is not permitted.

Media contact:

office@icekrakow.pl