



Oh! The Drama!

**7 Legal Principles of the
COLDPLAY Kiss Cam**



Privacy in Public Places

Limited Expectations

Generally, little to no reasonable expectation of privacy exists in public venues like concert arenas with cameras and jumbotrons.

Social Media Reality

In today's world, it's expected that interesting moments in public may be filmed and go viral online.



Misappropriation of Likeness/Right of Publicity

Commercial Use Protection

Individuals are protected from unauthorized commercial use of their image for profit.

Did the Video go Beyond Concert Entertainment

Yes, but not by Coldplay or the concert venue. Another concert attendee posted the video without commercial intent or benefit.

Potential Claims

Clickbait sites could face claims if they commercialize the viral video beyond news reporting.

Defamation and False Light

When someone portrays you in a misleading and offensive way publicly, legal claims may arise.

Chris Martin's Comment

Martin opined the couple was "having an affair," which could constitute actionable false light if untrue.

Opinion vs. Fact

His statement was presented as opinion and turned out to be accurate.



Intrusion Upon Seclusion

Legal Definition

Applies when someone intentionally intrudes into private affairs where privacy is reasonably expected.

Concert Reality

Little expectation of privacy exists while standing in an open area facing thousands of people with cameras.



Emotional Distress Claims

High Legal Bar

Requires extreme, outrageous conduct causing severe distress that exceeds all bounds of decency.

Modern Reality

Being caught on video in public is almost expected today, rarely meeting the "extreme or outrageous" standard.



Venue Responsibility - Negligent Hiring/Training



Duty of Care

Venues must provide reasonably safe environments, including protection from foreseeable emotional harm.



Potential Liability

Concert venues could face claims for failing to properly train kiss cam operators about privacy considerations. What if they zoom in on a secluded corner or linger on a fan who is having a wardrobe malfunction?



First Amendment Protections

Media Defense

Media outlets sharing the video can claim First Amendment protection and newsworthiness defenses.

Balancing Act

These defenses have limits when balanced against privacy rights, particularly for highly personal matters.

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