

## THE IMPROPER USE OF IMAGE OF INDIVIDUALS WITH CRANIOFACIAL ANOMALIES AND JUDICIAL PROTECTION

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This study aims to verify the protection given to the image rights of individuals with craniofacial anomalies considering the Brazilian legal system. The right to one's image is an essential right and translates the exclusive and sole right of the human being to decide about the collection, dissemination and use of their own image. This fundamental characteristic of image rights entails a number of consequences in the legal world, because when the image of others is used without the consent of the person concerned, or when it exceeds the limits of what was allowed, this is a violation of the right to the image.

**METHODS AND RESULTS:** This research is supported by the Federal Constitution and any legislation other than the Constitution but subject to it, which underlie the studies of scholars, considering the basic principles of the legal system. Data analysis and results: Analysis of the legislation will be presented descriptively. **CONCLUSION:** The image of every person is a fundamental right safeguarded by the Constitution, which allows specific forms of protection to patients with craniofacial anomalies, as well as protects the rights of professionals who serve this minority. If the patient's image is used without prior and specific consent, person acting this way may be ethically and legally responsible, and may even have to compensate the patient for the misuse of their images. It is necessary to obtain specific terms according to each aimed purpose.