



TRADITION.
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Photo and Video Usage Policy

Providence Heights Alpha School, herein referred to as Alpha, understands that photographs and videos add color, life, and interest to school activities and initiatives as well as increase student motivation and staff morale. They also help parents and the local community to identify and celebrate the school's achievements. However, Alpha also understands that photographs and videos must be used in a responsible way that respects our families' rights to privacy, especially in light of the current surge in social media use.

As a parent/guardian you have the option to permit or deny authorization of your child(ren)'s image and likeness for use in photographs or video recordings according to your personal comfort level.

Alpha has adopted the following policy regarding photographing or video recording students while they are in the school:

- Alpha reserves the right to use photos of past and present students that have been taken by teachers/staff, volunteers, or other persons authorized by the principal for school and publicity/marketing use.
- Teachers/staff or volunteers will only identify children by their first name in any photographs/videos used unless we have previously secured parental consent.
- Only photographs of students dressed appropriately will be used. This includes school uniforms, sports uniforms, and other appropriate dress down day attire as deemed appropriate by the principal.
- When photographing students during swim class, we will only use images of students' heads/faces unless we have previously secured parental consent.

SCHOOL USE

Alpha defines school use as including but not limited to: in-school TVs, promotional posters for school events, gala projects, classroom emails/videos, APTA and AAA events.

PUBLICITY/MARKETING

Alpha defines publicity/marketing as including but not limited to: print and television advertisements, flyers and brochures, written publications (*magazine articles, etc.*), **The Steeple** newsletter, the Alpha website, and Alpha controlled pages/feeds on social media outlets including but not limited to Facebook, Instagram, Twitter, etc.

EVENTS OPEN TO PARENTS AND/OR THE COMMUNITY

It is imperative that parents understand that other parents and spectators may photograph or video during school events that are open to the community including but not limited to: Mass, athletic events, special events such as Pi Day, Talking Art Museum, Baby Jesus Birthday, the



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school play, graduation, etc. Parents understand that allowing their child(ren) to participate in these activities may result in photographs/video of their child(ren) being taken by another parent and/or spectator. Parents hereby release, defend, and hold harmless Alpha and its teachers/staff and volunteers from any claims, damages, or liability arising from or related to the use of said photographs/videos.

PARENT/GUARDIAN AGREEMENT

By signing the attached release, parents hereby agree to release, defend, and hold harmless Alpha and its teachers/staff and volunteers from any claims, damages, or liability arising from or related to the use of any photographs/video that are permitted by initials, including but not limited to any misuse, distortion, blurring, alteration, optical illusion, or use in composite form, either intentionally or otherwise, that may occur or be produced in taking, processing, reduction, or production of the finished product, its publication or distribution. I also acknowledge that other parents/guardians/etc. may have access to my child(ren)'s photograph/videos and that I will not hold Alpha, nor any of its teachers/staff or volunteers, responsible for anything a parent/guardian/etc. might do with those photographs/videos once they receive them.

As a parent/guardian, I understand that some parents/guardians may not be comfortable with their child(ren)'s photographs/videos on social media and thus I will, in good faith, never knowingly place any child who is not my own child's photograph/video on social media with his/her name attached. I will also strive to use discretion when posting school-related photos/videos.

Please complete the attached **Photo and Video Usage Release** and return it to the school office.

Please retain this copy of the **Photo and Video Usage Policy** for your records.



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Photo and Video Usage Release

Please complete one form per family.

I, _____, have read the attached **Photo and Video Usage Policy** for Alpha and make the following choices with regard to this policy and the use of my child(ren)'s image and likeness. I fully agree to and understand the contents, meaning, and impact of this release and accept the terms of this policy. I further understand that this release remains effective until I notify the school in written form of any desired changes.

Please note that the signature (& initials) of one parent/guardian below, signifies that ALL parents/guardians of the students listed below agree and will abide by all of the terms/agreements within the attached document.

Student(s)'s Name(s): _____

ALPHA SCHOOL USE:

I DO allow ALPHA SCHOOL USE photographs/videos of my child(ren):

Initials: _____ Date: _____

I DO NOT allow ALPHA SCHOOL USE photographs/videos of my child(ren):

Initials: _____ Date: _____

ALPHA PUBLICITY/MARKETING:

I DO Allow ALPHA PUBLICITY/MARKETING photographs/videos of my child(ren):

Initials: _____ Date: _____

I DO NOT Allow ALPHA PUBLICITY/MARKETING photographs/videos of my child(ren):

Initials: _____ Date: _____

I understand that if I do not initial this release it indicates that I grant permission to Alpha, and to those whom Alpha may authorize, to use photographs and videos of my child(ren) in that particular category.

Parent/Guardian Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____