

## MEDIA RELEASE STATEMENT 2021-2022

Throughout the year, Seton Catholic School often takes photographs of its students engaging in classroom activities and participating in school events. The photographs are used for general marketing purposes in publications, public relations, promotions, and advertising – both in print and online. They are also posted on Facebook and on the teachers’ classroom pages as a way to share the students’ school day with Seton families.

To protect our students’ identity, we will NOT use their full names and biographical information in conjunction with photographs designated for promotional purposes to the general public. However, internally distributed materials, such as the school yearbook and newsletter, will include our students’ full name. In the event a third party wishes to publish a news-related story about our school, we will do our best to limit them to the use of the students’ first name only.

### Yes, Take Pictures of My Child(ren)

If you want photographs of your child(ren) to be published as specified above, then **no further action is required**. *No form on file will give permission to photograph your child(ren).*

### No, Do Not Take Pictures of My Child(ren)

If you **DO NOT** want photographs of your child(ren) to be published as specified above, you must complete this form and return it to the main office with your registration paperwork.

## PHOTO OPT-OUT FORM

- I **DO NOT GIVE** Seton Catholic School permission to take photographs of my child(ren) for the following purposes:
- All Print and Online Marketing Initiatives (includes the school’s Website)
  - School’s Facebook & Instagram
  - Teacher’s Classroom Page

Parent’s/Guardian’s Name: \_\_\_\_\_

| CHILD’S <i>LAST</i> NAME | CHILD’S <i>FIRST</i> NAME | Grade |
|--------------------------|---------------------------|-------|
|                          |                           |       |
|                          |                           |       |
|                          |                           |       |
|                          |                           |       |

Parent’s/Guardian’s Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Note: Opt out is effective for one school year only.)