

## Photo and Media Policy

We understand that there are legitimate privacy concerns regarding the Internet and social media, especially for children. As parents, you are right to consider all the implications of your child's image appearing in print, on websites, and on online platforms. With all these considerations in mind, we are committed to the following standards regarding taking and using photos and videos that may include your student.

- Captured photos and videos will be appropriate and tasteful, representing the best interests of your children, family, CrossWays Preschool, and Holy Cross Lutheran Church.
- Photo shoots will happen informally as part of classroom activities in the presence of other children and staff.
- We will not publish pictures or videos with any identity information: images will not use or reveal names, addresses, phone numbers, or email addresses.
- We will only use images and videos on official publications of CrossWays Preschool, and Holy Cross Lutheran Church. Examples include Facebook, Instagram, BrightWheel, websites, posters, signage, and printed materials.
- Public-facing use of photos and video will happen as part of structured, intentional marketing efforts.