

Photo and Video Usage Policy:

It is our policy to take candid photos and video of Buffalo Seminary students throughout the academic year. These images (photos, video footage) are used in all print and electronic media. Specific examples include: the school newsletter, alumnae magazine, annual report, admissions collateral and other school publications; newspaper advertisements; our website (www.buffaloseminary.org); and our social media profiles, including Facebook, Twitter, Flickr, Instagram and YouTube.

While sensitive to the need for privacy and discretion, we are aware that effective marketing very often necessitates disclosure of relevant information, including student names and class years. We are also aware that a great number, if not an actual majority, of high-school students already engage in social-media activity on a regular basis. Because of this, their names may appear in Google search results. Our hope is that any positive online items about a particular student created through SEM's communications will result in her having a strengthened, positive "digital footprint."

The following points will guide our use of any and all images and information:

1. We will use *only images that reflect positively on the student and the school*.
2. We will disclose the name of an individual student if she has earned a specific honor (e.g., top scorer in an athletic game, National Honor Society inductee, community award winner, etc.). Whenever possible, we will include a photo of the girl.
3. We will take advantage of online cross-promotion through purposeful links. Social-media sites allow us to link to blogs, as well as online magazine and newspaper articles. If, for instance, a student has been featured in *The Buffalo News*, we would link to that item from our SEM Facebook page, Twitter page or the news section of our website – or all three – depending on the piece.

Parent/Guardian Agreement to the Use of Photos and Videos of Students:

Each year we request that parents and guardians review the Photo and Video Usage Policy as part of the Permissions Form. You may choose to Opt Out as noted below. If Opting Out, please complete and return this form to Erin Kelly, Director of Communications, c/o the front office at 205 Bidwell Parkway, Buffalo, NY, 14222, or email a signed, scanned copy to ekelly@buffaloseminary.org.

Buffalo Seminary reserves the right to use video footage and/or photographs of my daughter. The video footage and/or photographs will be the property of the school. Rights to these materials are waived, including the right to inspect and/or approve copy that may be used in conjunction with uses to which they may be applied. The pictures and/or video footage may be used as Buffalo Seminary sees fit for the production of educational or promotional materials and any other lawful purpose.

Media Opt Out:

☐ I do not give Buffalo Seminary the right to use video footage and/or photographs of my daughter.

Student name:

Current Grade:

Parent/Guardian name:

Date:

Signature:

Please address any questions to Erin Kelly, Director of Communications, at ekelly@buffaloseminary.org.