



Digital Media Policy

Guidelines and Procedures for Use of Publicly Disseminated Student Photographs and Videos

[Last Updated January 2020]

Kids' BASE & The Little School (KBLS) captures photographs and videos depicting students in a variety of school-related activities which take place throughout the school year. Public dissemination of this digital media ("Publicly Disseminated Material") enables KBLS to highlight the vibrant nature of the school, the achievements of our students, faculty and staff, and the positive impact the school has on the social and academic development of our students to existing families, potential families and our community.

Pervasive media has become an essential component of today's society. KBLS is committed to responsible use of Publicly Disseminated Material including on social media (e.g., Facebook or Instagram) in a manner that maintains the privacy of our students and their families.

Public Dissemination of Photographs and Videos

- KBLS intends to use Publicly Disseminated Material to highlight the features of the school (e.g., state of the art facilities, healthy meal planning, seasonal festivities, extracurricular activities), as opposed to individual students. Use of students in photographs and videos will be incidental and not the focus of any Publicly Disseminated Material. KBLS intends to avoid close shots that readily identify students and instead, use group shots that depict students performing activities.
- KBLS will not publicly disseminate photographs or videos of students for which an executed Photo/Video Consent Form is not on file. KBLS will not publicly disseminate photographs or videos that depict readily identifiable students regardless of consent form status absent explicit written permission.
- All Publicly Disseminated Materials are and shall continue to be the sole property of KBLS. Under no circumstances shall any person(s) share Publicly Disseminated Material under any circumstance without KBLS's express written permission, not to be unreasonably withheld upon request made in writing.
- Under no circumstances shall any person "tag" KBLS students or their families by name or other potentially identifying information, or otherwise post a "comment" that could result in identification of KBLS students or their families, in response to Publicly Disseminated Material.
- Under no circumstances shall any person make inappropriate comments in response to any Publicly Disseminated Material including social media. Inappropriate comments include without limitation comments that are lewd, profane, vulgar, harassing, intimidating, demeaning or discriminatory.
- Despite these guidelines, KBLS's social media presence is not limited or closed and, except as set forth herein, KBLS cannot control the sharing of Publicly Disseminated Material by others, including to those beyond KBLS's intended audience, or the subsequent identification of students or their families in response to public dissemination of photographs and video including on social media. Further, any photographs and videos publicly disseminated by KBLS



including on social media are likely to exist indefinitely. Even if deleted, KBLs may not be able to completely erase any “digital footprint” left behind as a result of publicly posted material.

Violations of Digital Media Policy

- KBLs intends to regularly monitor Publicly Disseminated Material and will take reasonable measures to ensure compliance with the guidelines set forth in this Digital Media Policy.
- To the extent it is able to do so, KBLs will take action to rectify violation(s) of this Digital Media Policy upon notice made in writing. It is KBLs’s intent to take such action including without limitation removal of any publicly disseminated material or response(s) thereto in violation of this Digital Media Policy immediately and, in any event, no later than 24 hours after such written notice is received.
- All requests or notices contemplated in this Digital Media Policy shall be made in writing via certified/registered mail to:

Kids’ B.A.S.E. & The Little School
Attn: Photo/Video Consent
307 Mamaroneck Road
Scarsdale, NY 10583

or via email to Janice Barnes, jbarnes@kbls.org.

Consent to Public Dissemination of Student Photographs and Videos.

- All KBLs families will be required to sign a Photo/Video Consent Form which governs the use of student photographs and videos, which consent shall be kept on file in the KBLs office. Any parent/guardian who grants consent shall have no further right of review or approval regarding permissible uses. In appropriate circumstances, KBLs may request such review or approval even though it is not obligated to do so.
- Any KBLs family who does not sign this consent will be deemed to have withheld consent to all uses of student photographs and videos.
- Any parent/guardian who submits a Photo/Video Consent Form permitting full or limited use of student photographs and/or videos may revoke such consent at any time by submitting notice of revocation in writing as set forth herein. In the absence of written revocation, consent is deemed granted until such time as a student is no longer registered at KBLs.
- It is understood that any parent/guardian who submits a Photo/Video Consent form agrees that they have received and understand this Digital Media Policy and further releases and holds harmless KBLs, along with its employees, trustees, agents, affiliates, sponsors, or other representatives from any and all claims, demands, damages or causes of action arising out of any permitted use by KBLs of student photographs or videos absent KBLs’s violation of this Digital Media Policy.