



Media & Image Consent Policy

Effective Date: _____

The Masterpiece Academy is committed to respecting student privacy and partnering transparently with families. This Media & Image Consent Policy explains how photographs, videos, and other media involving students may be collected, used, stored, and protected, and outlines parents' rights regarding consent.

1. Scope of This Policy

This policy applies to all photographs, videos, audio recordings, and other visual or digital media that may include students enrolled in any Masterpiece Academy program, whether captured during classes, events, competitions, or Academy-sponsored activities.

2. Purpose of Media Collection

With parental consent, student images or recordings may be used for the following purposes:

- Educational documentation and internal training
- Marketing and promotional materials (e.g., website, brochures, newsletters)
- Social media and digital communications
- Community outreach and informational presentations

Masterpiece Academy does **not** sell or license student images to third parties.

3. Parental Consent Requirement

- Masterpiece Academy requires **explicit, written consent from a parent or legal guardian** before using any student's image or likeness for marketing, promotional, or public-facing purposes.
 - Consent is **voluntary** and is **not a condition of enrollment or participation** in any program.
 - If consent is not granted, the student will still be fully included in all educational activities.
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4. Opt-Out and Revocation of Consent

Parents or legal guardians may:

- Decline consent at the time of enrollment, or
- Revoke previously granted consent at any time

Revocation requests must be submitted in writing to **info@MasterpieceK12.org**. Upon receipt, Masterpiece Academy will:

- Cease any future use of the student's image or likeness
- Make reasonable efforts to remove existing images from The Masterpiece Academy-controlled platforms in a timely manner

Revocation does not apply retroactively to materials already published in print or distributed prior to the revocation date.

5. Media Storage and Access

- Approved media is stored securely and accessed only by authorized Masterpiece Academy personnel.
 - Media files are retained only as long as reasonably necessary for the approved purposes.
 - Masterpiece Academy takes reasonable administrative and technical measures to protect media files from unauthorized access or misuse.
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6. Third-Party Platforms

From time to time, Masterpiece Academy may use third-party platforms (e.g., website hosting, social media platforms) to display approved media. Use of these platforms is subject to their respective privacy policies and terms of service. Masterpiece Academy does not authorize third parties to independently use student images.

7. Compliance With Privacy Standards

This policy is intended to align with applicable child privacy and parental consent standards, including Virginia law governing the use of a minor's image for promotional purposes. Masterpiece Academy reviews its policies periodically to ensure ongoing compliance and best practices.



8. Questions or Requests

For questions regarding this policy or to submit consent or revocation requests, please contact:

Masterpiece Academy

Email: info@MasterpieceK12.org

Phone: 571-485-0934

Address: 44679 Endicott Dr, Suite 341, Ashburn, VA 20147

9. Media & Image Consent Form

Student Name: _____

Parent/Guardian Name: _____

Email Address: _____

Phone Number: _____

Please indicate your choice below:

☐ **I GRANT consent** for Masterpiece Academy to use my child's photograph, video, or likeness as described in this policy.

☐ **I DO NOT GRANT consent** for Masterpiece Academy to use my child's photograph, video, or likeness for any marketing or public-facing purposes.

I understand that I may revoke consent at any time by submitting a written request.

Parent/Guardian Signature: _____

Date: _____

This policy may be updated periodically. The most current version will be maintained on the Masterpiece Academy website.