

It is our practice to take candid photos and video of students in person and on our video conferencing software. These images are used in print and digital media for school publications, our social media sites and in advertising. Buffalo Seminary has its own Facebook, Instagram, Twitter, YouTube, and LinkedIn.

Sensitive to the need for privacy and discretion because your daughters are minors, we do not disclose students' last names.

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

- We will use *only images that reflect positively on the student and Buffalo Seminary.*
- 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, there is a feature in *The Buffalo News*, we may link to that item from our SEM Facebook page, Twitter page or the news section of our website - or any combination - depending on the content.
- We may identify an individual student with her picture if she has earned a specific honor (e.g., top scorer in an athletic game, National Honor Society inductee, community award winner, etc.) and/or is identified publically elsewhere, such as *The Buffalo News* or *Buffalo Business First*.

We request that parents and guardians review this Photo and Video Usage Policy with their daughters each year as we do not wish for any uncomfortable participation in SEM media.

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 appropriate for the production of educational or promotional materials and any other lawful purpose.

There is no need to return this form unless you choose to Opt Out of SEM media. If Opting Out, please complete and return this form to Erin Kelly, Director of Communications, 205 Bidwell Parkway, Buffalo, NY, 14222 or email a signed, scanned copy, or send a picture of it to [ekelly@buffaloseminary.org](mailto:ekelly@buffaloseminary.org).

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

Student Name:	Grade:
Parent/Guardian Name:	Date:
Signature:	

Please address any questions to Erin Kelly, Director of Communications, at [ekelly@buffaloseminary.org](mailto:ekelly@buffaloseminary.org).