Sprouts Nature School – Photo & Media Release Policy

Sprouts Nature School occasionally takes photos and short video clips during programming to document learning, share updates with families, and highlight outdoor education in our community.

Parents/guardians will be asked to select one of the three permission options below during registration. The option selected stays in effect for the current session or school year unless the family changes it. If no option is selected, Sprouts will follow Option C: No Permission.

Option A: Full Permission

Families may allow Sprouts Nature School to take and use photographs and/or videos of their child, including their voice, words, and artwork, for:

- Program documentation
- The Sprouts website
- Social media
- Marketing and promotional materials
- Printed or digital publications

Children's names will never be shared publicly. Sprouts will also never share a child's school, address, or other identifying details, and will not post or tag a program's location while children are there.

Option B: Internal Use Only

Families may allow Sprouts to take photographs or videos only for internal purposes, limited to:

- Private program updates shared with enrolled families through a shared Google Drive photo album. The album is shared by link with families registered for that term. Anyone who has the link can view the album, so families are asked not to share the link outside their household.
- Curriculum development
- Staff training

Images will not be used publicly.

Option C: No Permission

Families may decline all photography or video use. Teachers will avoid taking photos or videos that include their child. Because programs are group activities, a child may occasionally appear in the background of a photo by accident. If a teacher notices this, the photo will not be uploaded or used. If a family finds their child in a photo, Sprouts will remove it from the shared album and any other place Sprouts has posted it.

Additional Notes

- A family's choice does not affect program participation.
- Photos and videos are used respectfully to highlight learning and nature exploration. Sprouts will never photograph or record children during bathroom use, while changing clothes, or in any situation that could embarrass them.
- Families may update their preference at any time by emailing Ilsa Spencer at the address below. A change takes effect once Sprouts confirms it.
- Requests to remove previously posted images will be honored whenever possible. Sprouts can remove images from its own website and social media, but cannot recall printed materials already distributed or copies that others have saved or shared.
- Images are never sold. Teachers may take photos on their personal phones. They upload them to the Sprouts shared Google Drive photo album and then delete them from their personal devices.
- Families with access to the shared photo album, or who take their own photos at Sprouts events, are asked not to share the album link or post images of other children publicly without that family's permission.
- If news media or a partner organization photographs a Sprouts program, Sprouts will make reasonable efforts to follow each family's choice.
- Families are not paid for the use of images. Photos and videos taken by Sprouts belong to Sprouts.

Consent

By selecting an option on the registration form, I confirm that I am the parent or legal guardian of the child, that I have read this policy, and that I give Sprouts the permission described in the option I selected. I release Sprouts Nature School and its staff from claims related to the use of my child's image, voice, or work in line with this policy and the option I selected.

Contact:

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Revision Notes (not part of the policy)

Yellow highlighting marks new or changed wording. Everything unhighlighted is the original text. Two pieces of original wording were removed: “including” in Option B and the “under any circumstances” sentence in Option C.

Section	What changed	Why
Intro	Said how long a choice lasts and that no answer means no permission.	Without a default, a skipped question leaves Sprouts guessing. Defaulting to “no” is the safe side.
Option A	Covered voice, words, and artwork. Added no identifying details and no real time location posts.	Videos and quotes capture more than a photo. Real time location posts are the main child safety risk with social media.
Option B	Changed “including” to “limited to,” named the shared Google Drive album, and stated that anyone with the link can view it.	“Including” made the internal list open ended. Being upfront that the album is link based lets families make an informed choice.
Option C	Replaced “No images of their child will be taken or used under any circumstances” with what teachers actually do: avoid photographing the child, skip accidental photos, and remove any a family finds.	The original promise can’t be kept in group settings, so any background photo would break it. The new wording describes a practice Sprouts can actually follow.
Notes	Clarified how to change a choice, what removal can and can’t cover, and photo limits around bathroom use and changing.	Ties the existing notes to concrete steps and closes the biggest dignity gap for a program with nature toileting.
Notes (new)	Added how teachers handle photos on personal phones, other families posting, media visitors, and ownership.	These are the most common gaps in small program photo policies. Families can download from the shared album, so the line about not posting other children matters most.
Consent (new)	Added a confirmation of guardianship and a release tied to the option chosen.	The policy had no language saying what a parent agrees to by answering on the form.

The registration form question needs to change

The policy offers three options, but the form asks a yes or no question: “I consent to the photo release on behalf of the child.” A “yes” doesn’t say whether the family chose Option A or Option B. Recommended replacement, as a required question with three choices:

Photo and media permission for my child (see the Photo & Media Release Policy):

- Option A: Full Permission
- Option B: Internal Use Only
- Option C: No Permission

If the form has to stay yes or no, Sprouts would need to drop Option B and reword the question to something like “I give Sprouts permission to use photos and videos of my child as described in Option A of the Photo & Media Release Policy.” In that case, “No” means Option C.