

YearbookLife

Student Image Protection Policy Template

A Complimentary Resource for Schools & Districts

This template is provided by YearbookLife to assist schools in establishing clear standards for safeguarding student photographs and related image data. Schools are encouraged to review this document with district leadership and legal counsel before formal adoption.

I. Purpose

The purpose of this Student Image Protection Policy is to establish clear standards for the collection, use, storage, and protection of student photographs and related image data. This policy is designed to protect student privacy, ensure responsible image handling, provide transparency to families, reduce legal risk, and support compliance with applicable federal and state laws.

II. Scope

This policy applies to official school photography, yearbook images, classroom and extracurricular activity photos, school marketing materials, and images stored within digital publishing platforms.

III. Ownership & Usage Rights

The school shall maintain documented usage rights for all student images used for school-related purposes. Contracts with photographers must clearly define copyright ownership, usage rights, archival rights, and retention terms. Student images shall be used solely for legitimate educational purposes.

IV. Prohibited Uses

Student images may not be used for artificial intelligence (AI) training, facial recognition systems, biometric identification databases, data mining, behavioral profiling, resale, or unrelated third-party commercial purposes.

V. Vendor & Photographer Requirements

All vendors handling student images must enter into written agreements outlining privacy obligations, maintain commercially reasonable security safeguards, restrict access to authorized personnel, prohibit resale, and comply with FERPA and applicable state laws.

VI. Internal Access Controls

The school shall limit access to authorized staff and supervised student editors, use secure login credentials, remove access at the end of the school year, and prohibit storing student images on personal devices.

VII. Data Storage & Retention

Student images shall be stored within secure systems. The school shall define retention timelines and ensure deletion when no longer necessary, subject to legal recordkeeping requirements.

VIII. Parent & Guardian Transparency

The school shall communicate how student images are used, provide opt-out procedures where applicable, and establish a process for handling parent concerns or removal requests.

IX. Legal Compliance

The school shall ensure compliance with FERPA, COPPA where applicable, state student data privacy laws, and district policies.

X. Oversight & Review

This policy shall be reviewed annually by school administration to ensure continued alignment with evolving privacy standards and technologies.

Approved By: _____

Title: _____

Date: _____