

Our policy on the usage of photographs, artwork and/or videos taken at Wilmington Flower Market Events

The Wilmington Flower Market, Inc. is a 501(c)3 fundraising organization that will, in 2020, celebrate 100 Years of Giving in support of Delaware's Children. All of our fundraising events are marketed to and open to all members of the public and business community members who wish to support our mission.

The Wilmington Flower Market, Inc. (WFM) reserves the right to use any photograph artwork and/or or videos created at our annual Flower Market + Music Festival, or at any other fundraising event sponsored by WFM, without the expressed written permission of those included within the photograph, artwork and/or video.

WFM may use these images in either print publications or other media materials produced, used or contracted by WFM including but not limited to: solicitations, brochures, invitations, books, newspapers, magazines, television, websites, social media, etc. All print and/or online media use will be limited to the creation of communication materials which tell our story, promote our events and support our fundraising efforts.

To ensure the privacy of individuals, families and children, images will not be identified using names or personal identifying information without written approval from the photographed subject, parent or legal guardian.

Any person attending a WFM event who does not wish to have their image (or that of their children) recorded for promotional use should make their wishes known directly to the photographer, videographer and/or the event organizers immediately.

Should you become aware of image usage either during or after an event that you do not approve of, please contact The Wilmington Flower Market, Inc. at P.O. Box 3525, Greenville, Delaware 19807 in writing and include a copy of the relevant photograph or online link. WFM will use this photo for identification purposes only and will hold it and any associated communications in confidence. This will allow us to identify and correct any concerns as quickly as possible. Such images will be permanently removed from our files to avoid further use.

By participating in a WFM event or by failing to notify WFM, in writing, of your desire to not have your photo used by WFM, you are agreeing to release, defend, hold harmless and indemnify The Wilmington Flower Market, Inc. from any and all claims involving the use of your (or your children's) picture or likeness.

Any postings on any social media channels (such as Facebook, Instagram or Twitter) which include photos or video taken prior to, during or after a WFM event that are posted by other attendees or guests are beyond our control and also fall under the above agreement to release, defend, hold harmless and indemnify WFM from any and all claims involving the use of your (or your children's) picture or likeness.

Any person or organization not affiliated with WFM may not use, copy, alter or modify WFM photographs, graphics, videography or other, similar reproductions or recordings without the advance written permission of an authorized designee from The Wilmington Flower Market, Inc.

Thank you for your generous support in helping us to achieve our mission to raise funds critical to the Education, Enrichment and Engagement of Delaware's Children and improving both their lives and their futures.