

Rockwall Sewing School – MEDIA, PHOTO & VIDEO RELEASE

V1.0 – Effective August 29, 2026

Rockwall Sewing School LLC (“RSS”) may occasionally photograph, video record, or otherwise capture students participating in classes, projects, camps, workshops, special events, and other RSS activities.

This Media, Photo & Video Release allows adult students and parents or legal guardians of minor students to choose whether RSS may use photographs or videos containing the student’s image.

Acceptance of this release is optional and is not a condition of enrollment or participation at RSS.

1. PHOTO AND VIDEO AUTHORIZATION

By selecting “I ACCEPT” or “YES” electronically, I grant RSS permission to photograph, video record, and otherwise capture the student’s image, appearance, voice, projects, and participation in RSS activities.

I authorize RSS to use, reproduce, edit, crop, publish, display, distribute, and share photographs and video recordings for legitimate RSS educational, informational, promotional, and marketing purposes.

This authorization may include use in:

- The RSS website;
- RSS social media accounts;
- Online advertisements;
- Printed advertisements and promotional materials;
- Flyers, brochures, posters, banners, and signs;
- Email communications and newsletters;
- Educational and instructional materials;
- RSS videos and online video channels;
- Presentations;
- Special-event promotions; and
- Other RSS-owned or RSS-authorized promotional and educational materials.

2. NO PERSONAL INFORMATION

RSS will not intentionally publish personally identifying information about a student in connection with photographs or videos covered by this release.

RSS will not publish a student’s:

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- Full name;
- Home address;
- Personal telephone number;
- Personal email address;
- Date of birth;
- School attended;
- Account or registration information;
- Medical information; or
- Other nonpublic information that RSS reasonably considers personally identifying.

RSS may describe the activity depicted using general descriptions such as “RSS students,” “our sewing students,” “summer camp students,” or similar non-identifying language.

A student’s project or work may also be identified or discussed without identifying the student personally.

3. NO COMPENSATION

I understand that photographs, videos, and other media authorized under this release may be used without financial compensation, royalties, or other payment to the student, parent, or legal guardian.

RSS will own or retain its rights in photographs, videos, recordings, advertisements, and other media created by or on behalf of RSS, subject to applicable law.

Except for rights expressly granted in this release, the student retains ownership of the student’s original sewing patterns, designs, artwork, written material, and projects. This release grants RSS a nonexclusive, royalty-free license to depict an authorized project in approved photographs or recordings. It does not transfer ownership of the student’s underlying project or design to RSS.

4. EDITING AND FORMAT

I understand that RSS may reasonably edit photographs or videos for length, size, format, quality, layout, branding, or similar purposes.

RSS will not intentionally alter a student’s image in a manner intended to portray the student in a false, defamatory, humiliating, or inappropriate manner.

5. THIRD-PARTY PLATFORMS

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I understand that authorized photographs or videos may be published through third-party platforms used by RSS, including social media, video-hosting, website-hosting, advertising, or other online services.

Once content has been lawfully published online, RSS cannot guarantee that third parties will not copy, share, save, screenshot, download, or redistribute that content.

RSS may use service providers and platforms to host, print, distribute, or publish authorized media on RSS's behalf. RSS will not sell or license a minor student's identifiable image or voice to an unrelated third party for that party's independent advertising or commercial purposes without separate authorization from the parent or legal guardian.

6. DURATION AND WITHDRAWAL OF AUTHORIZATION

Authorization remains effective until withdrawn or until RSS requests renewed permission. An adult student or the parent or legal guardian of a minor student may withdraw authorization by emailing info@rockwallsewingschool.com. RSS will process the request within a reasonable period and discontinue new intentional use of the student's identifiable image.

When reasonably practicable, RSS will remove identifiable content from active webpages and social-media posts controlled solely by RSS. Withdrawal does not require RSS to recall printed materials, remove content from third-party archives or reposts outside RSS's control, or discontinue materials already produced or distributed before withdrawal. RSS will not intentionally reuse the image in new materials after processing the withdrawal.

7. DECLINING MEDIA PERMISSION

Selecting "I DECLINE" will not affect the student's eligibility to enroll in or participate in regular RSS classes or activities.

If media permission is declined, RSS will make reasonable efforts not to intentionally photograph or video the student for promotional or marketing purposes.

I understand that a student may incidentally appear in the background of photographs or recordings taken at group activities, public events, or similar circumstances. RSS will make reasonable efforts to respect a declined media authorization when RSS controls the photography or recording.

7.1 IMPLEMENTATION OF MEDIA PREFERENCES

RSS will maintain the student's current media preference in its registration or class records

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and will make that status available only to Staff who reasonably need it. Staff must review applicable media preferences before planned photography or recording. When practical, RSS may use seating arrangements, camera angles, cropping, blurring, or other reasonable measures to avoid publicly identifying a student whose promotional-media permission has been declined.

8. ADULT STUDENTS AND MINOR STUDENTS

For a student 18 years of age or older, the student may accept or decline this release on their own behalf.

For a student under 18 years of age, the student’s parent or legal guardian must make the media authorization decision.

A minor student’s acceptance alone does not replace the parent or legal guardian’s authorization.

9. ELECTRONIC CONSENT

The individual completing registration will be provided with a separate electronic choice:

I ACCEPT — I authorize RSS to photograph, video record, and use the student’s image and voice as described in this Media, Photo & Video Release for public/promotional use, including but not limited to RSS websites, social-media accounts, advertisements, newsletters, printed materials, and other public promotional materials.

I DECLINE — I do not authorize RSS to intentionally photograph, video record, or use the student’s image or voice for promotional or marketing purposes as described in this release.

The electronic selection will be maintained with the student’s registration records and will serve as documentation of the media authorization decision.

10. ACKNOWLEDGMENT

By electronically selecting “**Yes**” or “**No**” I acknowledge that:

- I have read and understand this Media, Photo & Video Release;
- I understand how photographs and videos may be used by RSS;
- I understand that RSS will not intentionally publish the student’s personally identifying information as described in this policy;

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- I understand that accepting media permission is voluntary and is not required for enrollment;
- I understand that permission may be withdrawn for future use; and
- If the student is under 18, I represent that I am the student's parent or legal guardian and am authorized to make this decision.

Rockwall Sewing School LLC

3526 Lakeview Pkwy Ste. B-215

Rowlett, TX 75088

rockwallsewingschool.com