

DRAGON MANDARIN IMMERSION SCHOOL

Photo, Video & Social Media Release

2026-2027 Academic Year

Purpose

Dragon Mandarin Immersion School regularly photographs and records video of students during school activities, events, and programs. These images and recordings may be used to celebrate our community, share our school's story, and support outreach and enrollment efforts.

This form is separate from the Video & Audio Recording Policy, which governs recordings made within the classroom for educational purposes. This form covers public-facing use of student images and recordings only.

How We May Use Your Child's Image

With your permission, the School may use photographs, video recordings, and/or audio recordings of your child in any of the following:

- School website and digital platforms
- Official school social media accounts and paid social media advertising (Instagram, Facebook, etc.)
- Marketing and enrollment materials (flyers, brochures, digital ads, print)
- School newsletters, annual reports, and donor communications
- Press releases and media inquiries
- School events including performances, competitions, and ceremonies

What We Will Not Do

Regardless of consent, the School will not:

- Sell student images or recordings to third parties
- Identify students by full name in public-facing social media posts without additional permission

Duration

This permission remains in effect for the duration of your child's enrollment at Dragon Mandarin Immersion School unless you submit a written update to contact@dragonmandarinimmersionschool.org.

Parent/Guardian Consent

As the parent/guardian of the student named below, please indicate your decision regarding the use of your child's image and likeness for the purposes described above.

■ **I give permission** for Dragon Mandarin Immersion School to photograph, record, and use my child's image and likeness for the purposes described above.

■ **I do NOT give permission** for Dragon Mandarin Immersion School to photograph, record, or use my child's image and likeness for the purposes described above.

Student Name: _____ Grade: _____

By signing below, I confirm that I have read and understand this release and that my selection above reflects my wishes.

Parent/Guardian Signature: _____ Date: _____

Printed Name: _____

To update your consent at any time, please email contact@dragonmandarinimmersionschool.org with your child's name and your updated preference. Changes will take effect within 5 business days.