

# Media & Photography Policy (6.6)

Good Days Adolescent Special Needs Center, LLC – Fort Myers, FL

## Purpose

The purpose of this Media & Photography Policy is to ensure that all photography, videography, and media representation at Good Days Adolescent Special Needs Center (GDC) respects the privacy, dignity, and legal rights of students, staff, and families. This policy provides clear guidelines for obtaining consent, using media responsibly, and protecting sensitive information.

## Section 1: Policy Statement

GDC values the importance of documenting and sharing positive moments within its programs. However, all photography, video, or public sharing of student images must be conducted in a manner that prioritizes confidentiality, safety, and respect. No photos, recordings, or media may be taken or distributed without prior written consent from parents or guardians.

## Section 2: Consent Requirements

Before any photographs or videos of students are taken, distributed, or used for any purpose, written consent must be obtained from the student's parent or legal guardian. Consent will be documented using the Media Consent Form (E17).

Consent will specify:

- Whether the student may be photographed or filmed.
- The permitted purposes (e.g., internal documentation, promotional use, social media, or press releases).
- The duration of consent validity.
- The option to revoke consent at any time in writing.

## Section 3: Acceptable Media Use

Authorized photographs or videos may be used for internal purposes (e.g., progress tracking, staff training) or external purposes (e.g., marketing, newsletters, social media) only when proper consent has been obtained.

Examples of acceptable use include:

- Documenting student projects or events for private parent updates.
- Sharing success stories through approved GDC marketing channels.
- Using media for internal staff education or therapy documentation.

#### **Section 4: Prohibited Media Use**

Any photography, recording, or media sharing that violates student privacy or occurs without authorization is strictly prohibited. This includes use of personal devices for photography or social sharing by staff or visitors.

Prohibited actions include:

- Taking photos or videos of students without a signed consent form.
- Sharing student images or identifying information on personal social media.
- Recording therapy sessions, private discussions, or confidential meetings.
- Using images for any commercial or unrelated purpose.

#### **Section 5: Staff Responsibilities**

Staff must understand and comply with this policy to protect the rights and confidentiality of all students. Any photography or video activity must be pre-approved by the Director or President.

Staff responsibilities include:

- Ensuring proper consent forms are on file before taking any photographs.
- Using only GDC-approved devices for authorized photography.
- Immediately reporting any unauthorized media activity to the Director.
- Respecting all parental requests for privacy.

#### **Section 6: Visitor and Vendor Media Restrictions**

Visitors, volunteers, and vendors are not permitted to take photographs or videos within the Center unless explicitly authorized in writing by the Director. All external parties must comply with GDC's confidentiality and privacy standards.

#### **Section 7: Social Media and Public Use**

Any photos, videos, or stories shared publicly on behalf of GDC must align with the organization's mission and approved messaging. Only the Director, President, or designated marketing personnel may post official GDC content to social media or websites.

Public use guidelines:

- Ensure all depicted individuals have provided written consent.
- Do not identify students by full name unless explicitly authorized.
- Avoid sharing any sensitive or personal information.
- Use professional judgment in selecting images that uphold the dignity and integrity of students.

## **Section 8: Confidentiality and Security**

All media containing student images or information is considered confidential and must be stored securely. Access should be limited to authorized staff for approved purposes only.

Confidentiality measures include:

- Storing all digital files on password-protected devices.
- Restricting file access to approved personnel.
- Deleting outdated or unneeded media in accordance with GDC's Record Retention Policy (1.5).

## **Section 9: Violation Consequences**

Violation of this policy, including unauthorized photography, recording, or distribution, may result in disciplinary action, up to and including termination. Violations may also result in legal consequences under applicable privacy laws.

## **Section 10: Acknowledgment**

All staff must review and acknowledge this Media & Photography Policy during onboarding and annual training. Acknowledgment is documented through the Policy Acknowledgment Form (E1).

Approved: December 2025

Next Review: December 2026