

Dear Parent/Guardian,

Attached is a copy of Owl's Image Release form (IR.1). As you are aware, Owl Child Care Services (Owl) uses photos and videos to document your child's learning. We then display these images on our white boards or as part of formal documentation around the centre to share the learning with Owl members.

Over the years, we have identified times when such photographs and other images would be helpful in promoting Owl externally or for other projects.

For example:

- From time to time, we have students who are required to document their learning and educational journey through observations and photo documentation of their time in our program.
- We have been contacted by news reporters working on a day-care related story wanting to come in and film an intro at one of our locations.
- We have been asked to tape a video testimonial for a partner's program – such as Tools for Life.
- Parents have asked for copies of the photos and documented learning stories that staff prepare or wondered if they could be emailed to all parents in the group or posted on our website.
- Parents enjoy reliving the memories with their child as they flip through the centre's yearbook.
- Staff may prepare individual portfolios of each child's learning that is then given to the parent. Some of the best photos that showcase learning are group photos. Staff would like to include the group photo in the portfolio for each child in that picture.
- Some of the photos are of such great quality and truly display what our program is about that we'd like to use them in our advertising (print or website).

Without having an Image Release or consent form completed by parents/guardians we are unable to use the photographs and images in the above examples. Without such consents on file, we have to scramble to try to arrange something using children of Owl employees where it was easy to obtain consent quickly.

To help make your wishes known, we are asking all members, students, volunteers and employees to review the attached Image Release form and consider providing your consent for the use of images or video for various purposes.

We thank you for your consideration of this request. If you have any questions, please speak to your centre Supervisor. Please return your signed form to the centre Supervisor or Assistant Supervisor by _____.

Thank you,

Lori Prospero
Executive Director

Parent/Guardian
Names: _____

Centre _____

This release is to be completed by Owl employees, students, volunteers and parents of children who attend Owl Child Care Services of Ontario (Owl). It will remain in effect from the time of signing indefinitely. This information will be recorded in Owl's database and your family or employment file. You may change your level of consent, or withdraw it completely, at any time by submitting a new IR.1.

Name of individual who may be
photographed or recorded: _____

One sheet per child please

Birth Date (if a minor): _____

In the course of learning activities undertaken at Owl Child Care, representatives of Owl, staff, students, members, and non-member participants may take photographs or otherwise record events. These photographs and recordings are sometimes submitted to Owl to be used to promote early learning at Owl. Please advise us if you are willing to have your own image and voice and/or your child or ward's image and voice used for promotional purposes by Owl, as indicated below:

I, on my own behalf and/or on behalf of my child/ward, give permission to Owl to photograph and record me and/or my child/ward's image and voice on still photographs, motion picture film, audio tape, video tape or digital media and to use this material, and/or similar material provided to Owl by me or third parties involved in promoting Owl's programs and services, in whole or in part, now and in the future, through the media of television, film, Internet, multi-media presentation, radio, audiotape, videotape, in printed form and display form for the promotion of Owl. I, on my own behalf and/or on behalf of my child/ward assign and transfer to Owl any and all proprietary rights, including copyright, and waive all personal rights, which I may have or my child/ward may have in this material.

Owl is only responsible for official uses of photographs and recordings. Any personal uses by employees, students, members and non-members outside of the promotional uses outlined above are not monitored by nor the responsibility of Owl.

NOTE: It is mandatory that you complete this section. Please check and sign to confirm your selection.

I, ON MY OWN BEHALF AND/OR ON BEHALF OF MY CHILD/WARD CONFIRM CONSENT AS FOLLOWS:

PERMISSION OPTIONS (CHOOSE 1)	WHAT DOES THIS MEAN?
<input type="checkbox"/> Full Release: I give permission/consent for all uses as specified above.	<i>We may post pictures or video including your child on our website, on Facebook, in radio or video ads for Owl and any other such uses covered by the Consent statement above.</i>
<input type="checkbox"/> Internal Release: I give permission/consent for internal uses only, including the yearbook and children's portfolios.	<i>This includes photos and documentation posted around the centre, inclusion in the centre's yearbook sold to Owl members and for my child's picture to become part of his/her own portfolio of learning, or as part of a group photo in another child's portfolio.</i>
<input type="checkbox"/> No Release: I DO NOT give my permission/consent	<i>Wherever possible, your child will not be photographed. Should he/she be included in a group photo, your child will be cropped out of the image if it is used for internal or external promotion. You and/or your child will not be included in photos and documentation posted at the centre or in the Owl yearbook.</i>

Name of parent/guardian, student,
employee signing form

Signature *

Relationship to child/ward, if applicable

Date

*When only one parent/guardian signs this form, he/she hereby confirms that such individual has been authorized by the other parent/guardian to sign this form on his or her behalf and Owl Child Care Services of Ontario is authorized to accept the choices made by the undersigned as being the Consent Details of both parents/guardians.

IR.1 Last updated: 2015-11

This form is available in alternate formats or with communication supports under Owl's AODA policies. Speak to the centre Supervisor for support.