



Privacy Policy

Updated April 3, 2026

Information We Collect

We collect information provided directly by schools, customers, or authorized representatives so we can deliver our services, including student photography and related products. This may include:

- Student name
- Student ID number
- Grade
- School
- Homeroom
- Address
- Lunch Assignment
- Bus Number

We may also collect certain non-personally identifiable information, such as browser type, operating system, and general network data, when interacting with our systems. This information is used to evaluate performance and improve reliability.

This information is used solely to provide school photography and related services.

How We Use Information

We use personal information to:

- Provide products and services
- Fulfill agreements with schools and organizations
- Improve our systems and service quality
- Communicate with customers
- Maintain the security and reliability of our operations

Student information may be included in products such as ID cards, directories, and other school-related materials.

Data Security

Our image management platform is powered by a SOC 2–compliant provider, and we utilize industry-standard safeguards including secure hosting environments, access controls, and active monitoring systems to protect personal information.

Data Retention

We retain student images and associated data to support reorders and ongoing access for families and schools.

If a parent or legal guardian requests deletion of a student’s information, we will honor that request in accordance with applicable law.

Limitations on Use

We do not use photographs for marketing or advertising without proper consent.

We do not sell, trade, or share personal information with unaffiliated third parties.

We share information only with trusted service providers—such as printing labs, secure hosting providers, and software platforms—solely for the purpose of delivering our services.

When Information May Be Shared

We may disclose personal information:

- To schools or authorized personnel to confirm accuracy and support service delivery
 - When required by law (such as a subpoena or court order)
 - To protect safety, prevent fraud, or maintain the integrity of our systems
-

Children’s Privacy

This policy is designed in accordance with the Children’s Online Privacy Protection Act (COPPA).

Our services are not intended for direct use by children under thirteen (13).

We receive and process information about children from schools or parents in order to provide services such as school photography and identification products.

Our practices are designed to align with applicable student privacy expectations, including those reflected in FERPA.

Parental Rights

Parents or legal guardians may:

- Request that we stop collecting further information about their child
- Request deletion of their child's personal information

Requests may be submitted by contacting us at:
customerservice@christmascitystudio.com

We will respond to and process such requests in accordance with applicable law.

Updates to This Policy

We may update this policy from time to time. Any updates will be reflected by a revised date above.