



taking the pain out of photo management

Veracross Connect
June 24, 2022



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**Photos & videos visually
document learning –
inside & outside the classroom**

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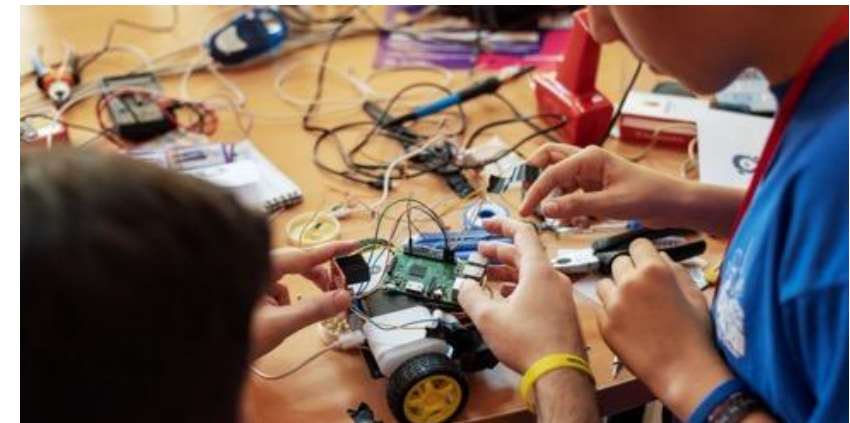
**Transcending
Language
& Culture**



**Shorthand to how we
interact & communicate**



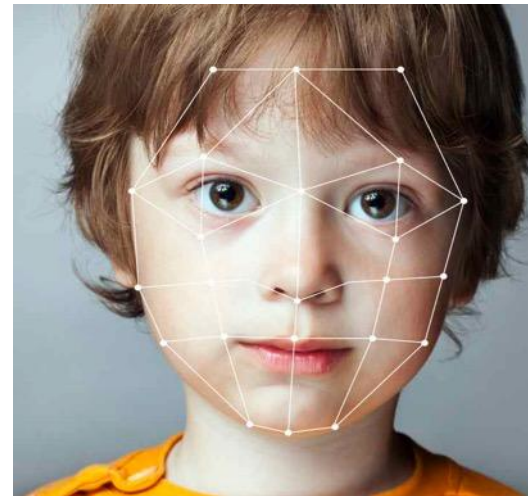
**Empowering how
we teach
& how we learn**



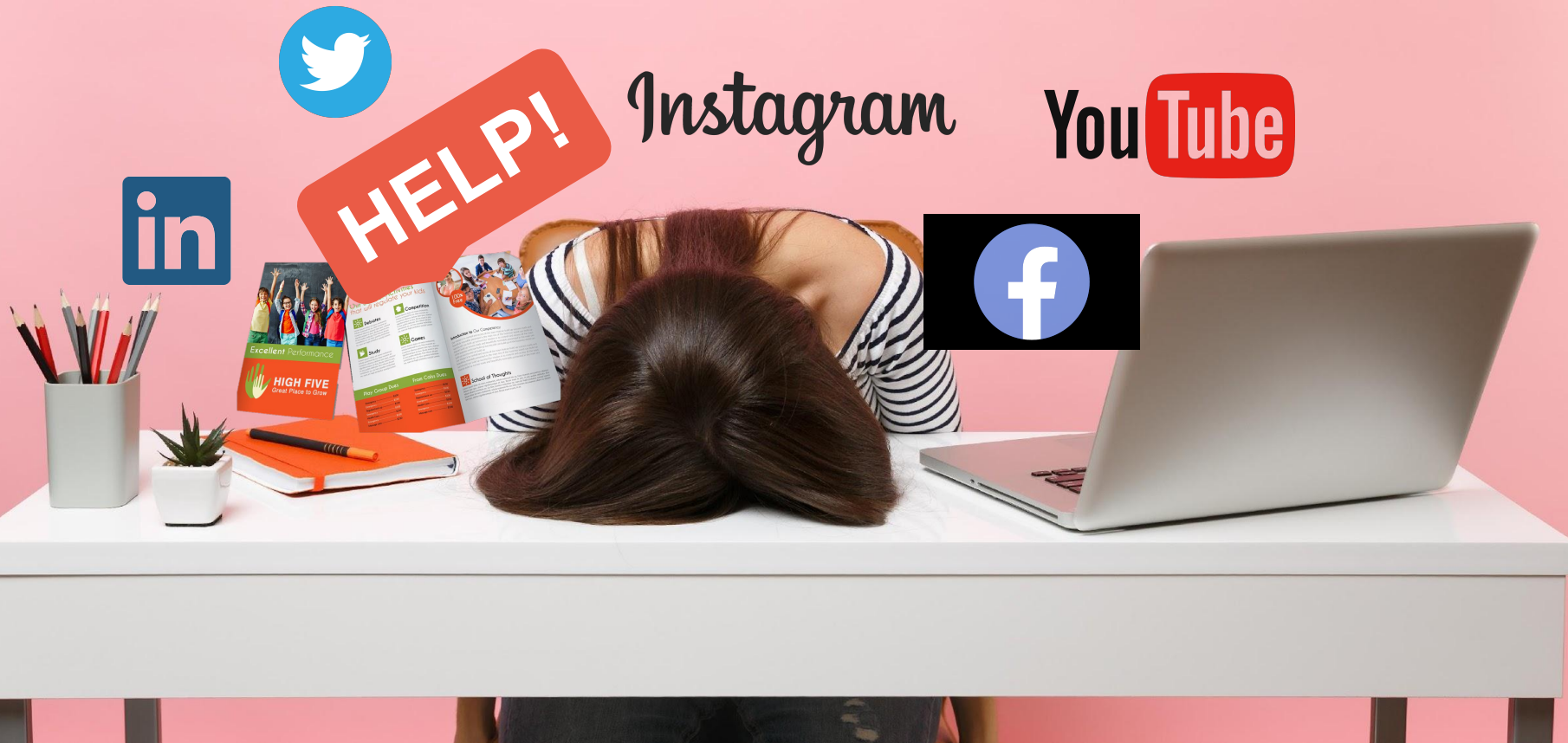
Photos. Photos. Photos.

- Parents want photos of their son from the basketball game, field trip, presentation
- Prospective families want an authentic view into the school culture
- Advancement wants photos for development
- Communications need photos for weekly newsletters
- Teachers want photos for student portfolios
- Coach wants to showcase game highlights on digital signage
- Students want to see themselves and friends
- Administrators need to govern photos as personally identifiable information (PII)

Everyone needs them.



Complexity of Managing Photos



- Legal
- Privacy
- Publicity
- Copyright

2

What are Privacy Rights?

An individual's right to control what happens to their photo – how it's stored and where it's published or shared.

3

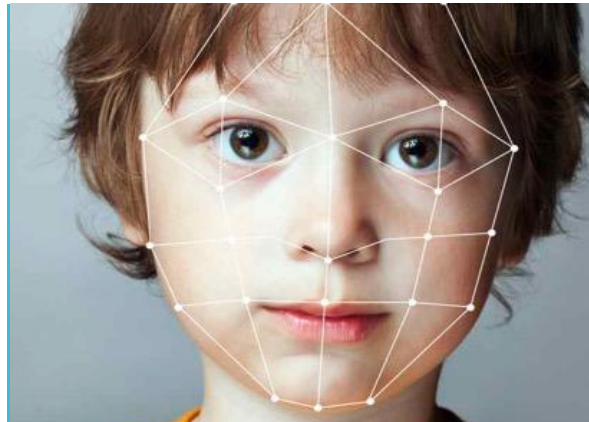
What are Publicity Rights?

The use of an image for marketing or commercial purposes.

1

What are Legal Obligations?

Growing worldwide legislation that regards photos to be PII and subject to data protection regulation

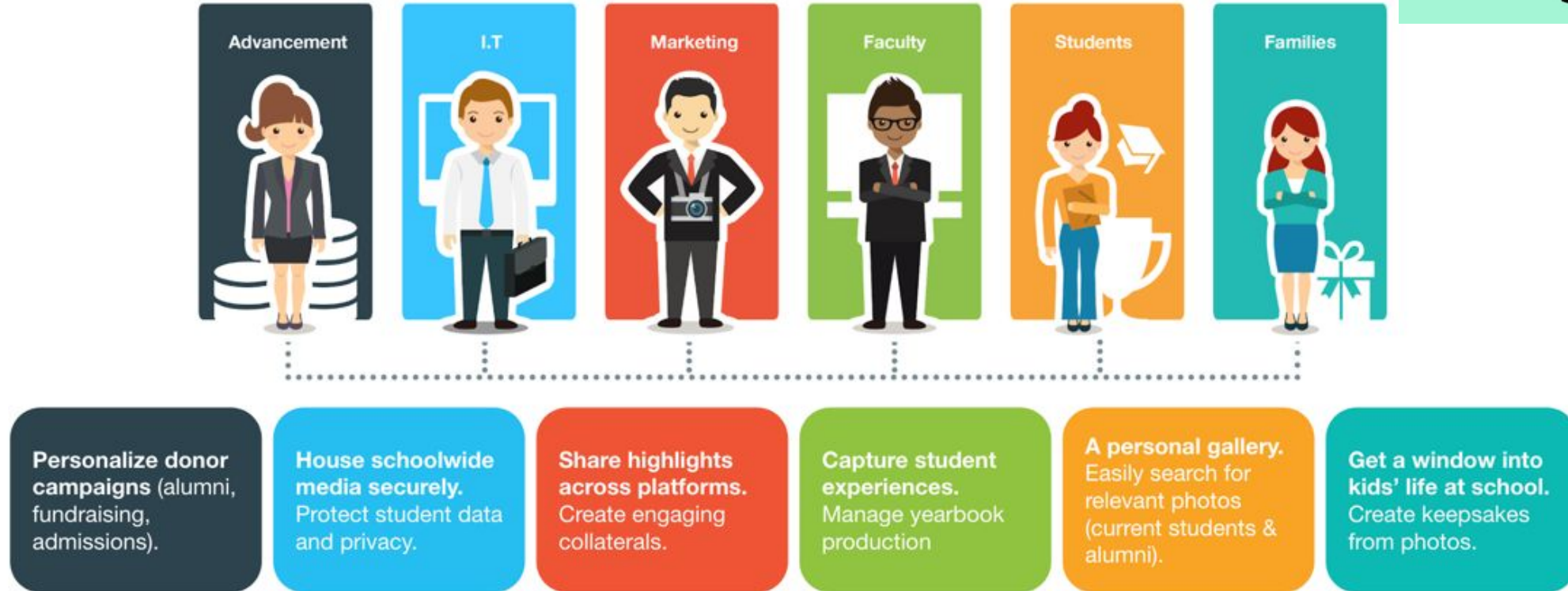
**4**

What is Copyright?

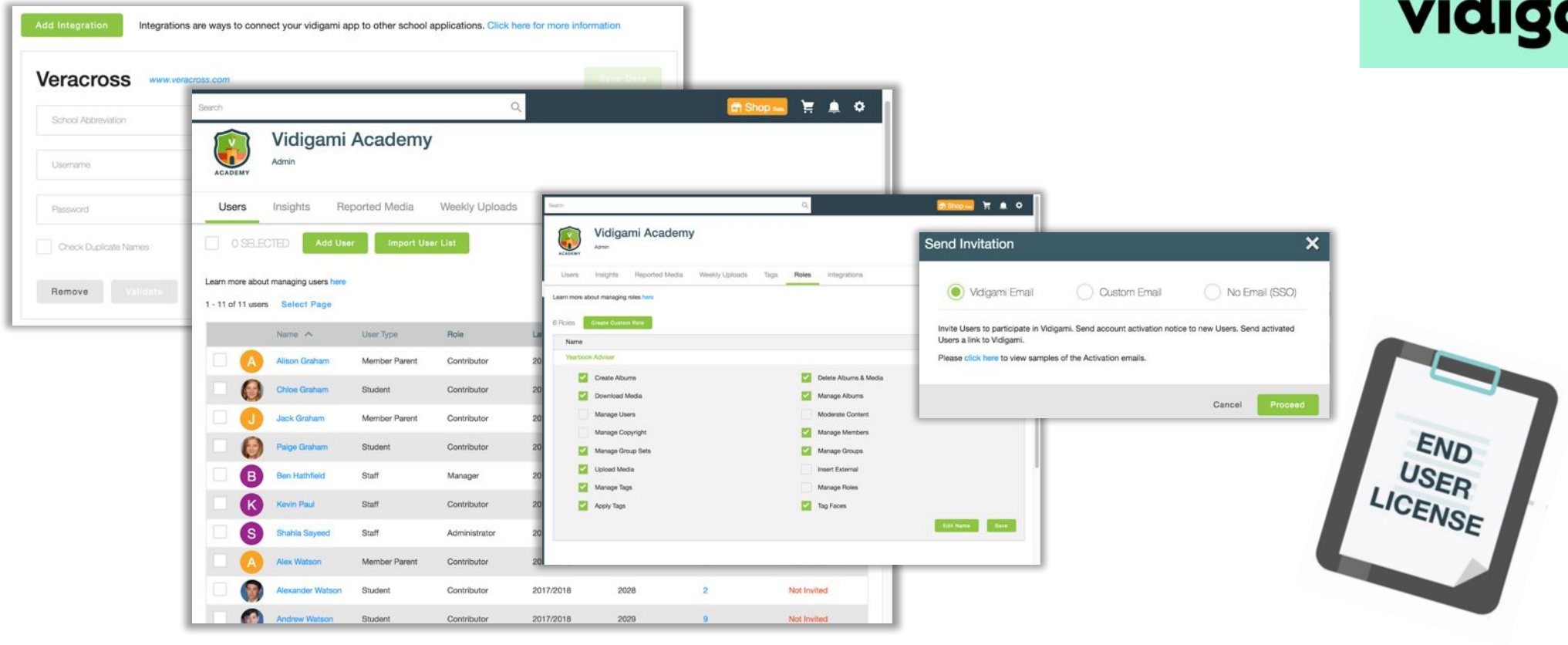
Copyright is credit.

Copyright exists from the moment a photo is captured.

The owner of the copyright is not the subject of a photo, it's the photographer.

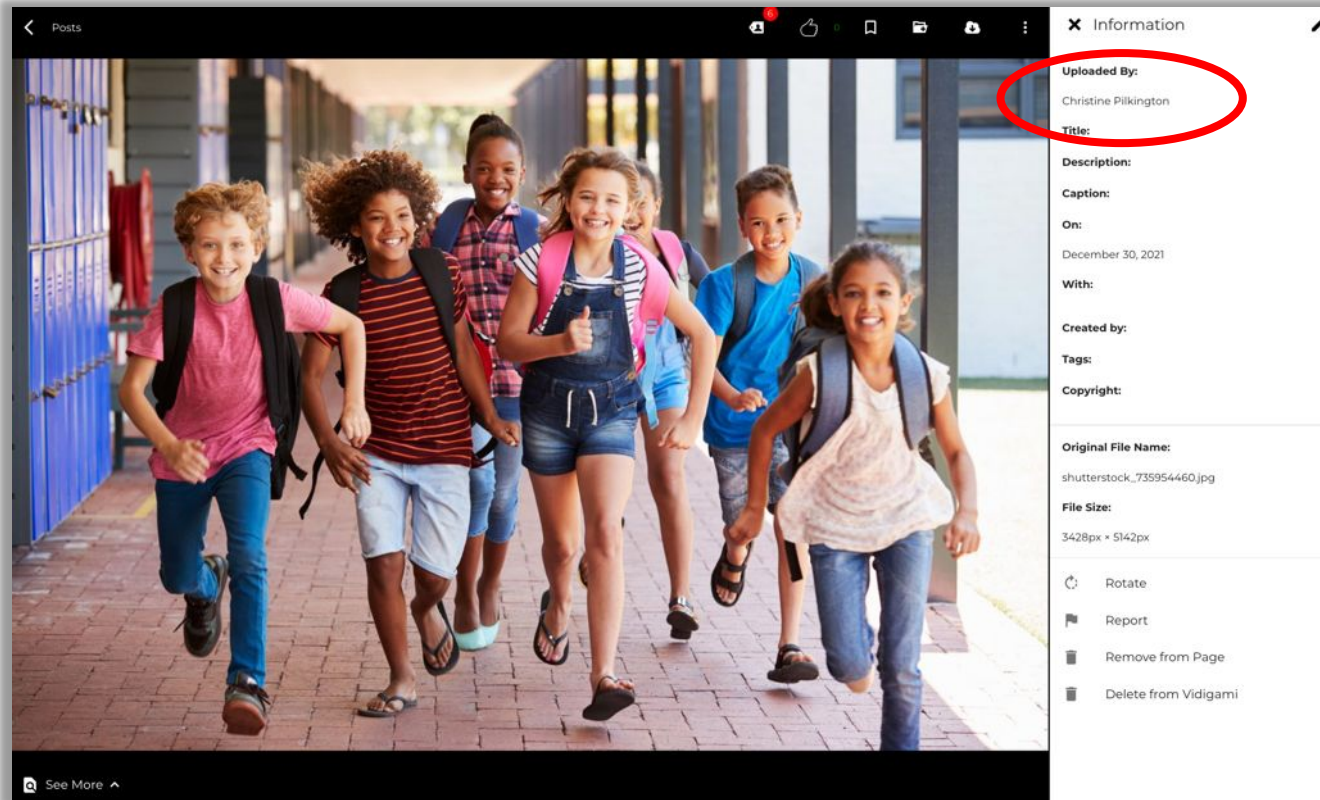


A 10-point checklist for taking the pain out of photo management



I. By Invitation – Informed and Authenticated

who has access to what content and how much access



School Agreement

Permission for using images per school policy

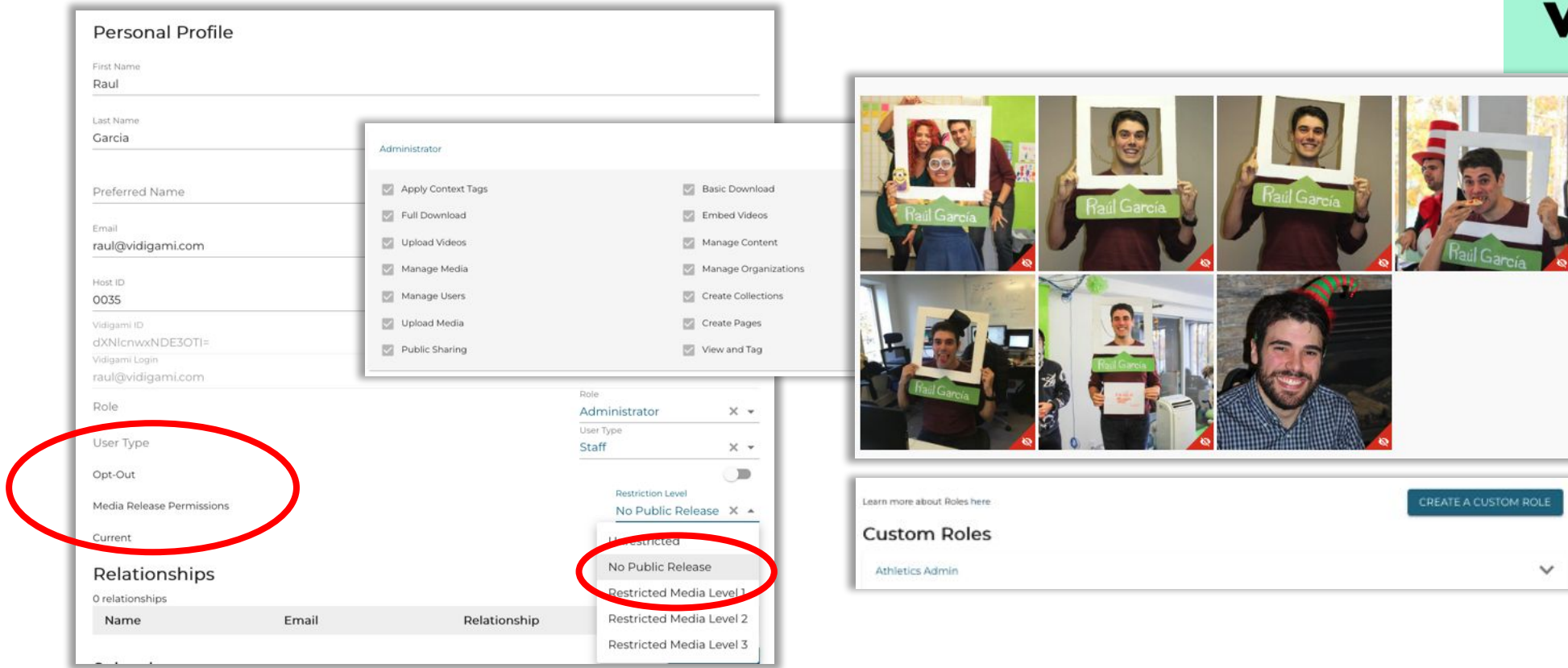
Authorized User Agreement

Acknowledgement of terms of use that includes granting use rights to each other

No Anonymity

II. Accountability

Every user provides consent to content shared – discourages misuse



Personal Profile

First Name
Raul

Last Name
Garcia

Preferred Name

Email
raul@vidigami.com

Host ID
0035

Vidigami ID
dXNlcnwxNDE3OTI=

Vidigami Login
raul@vidigami.com

Role
Administrator

User Type
Staff

Opt-Out

Media Release Permissions

Current

Relationships

0 relationships

Name	Email	Relationship

Administrator

- ☒ Apply Context Tags
- ☒ Full Download
- ☒ Upload Videos
- ☒ Manage Media
- ☒ Manage Users
- ☒ Upload Media
- ☒ Public Sharing
- ☒ Basic Download
- ☒ Embed Videos
- ☒ Manage Content
- ☒ Manage Organizations
- ☒ Create Collections
- ☒ Create Pages
- ☒ View and Tag

Restriction Level

- No Public Release
- Restricted Media Level 1
- Restricted Media Level 2
- Restricted Media Level 3

Custom Roles

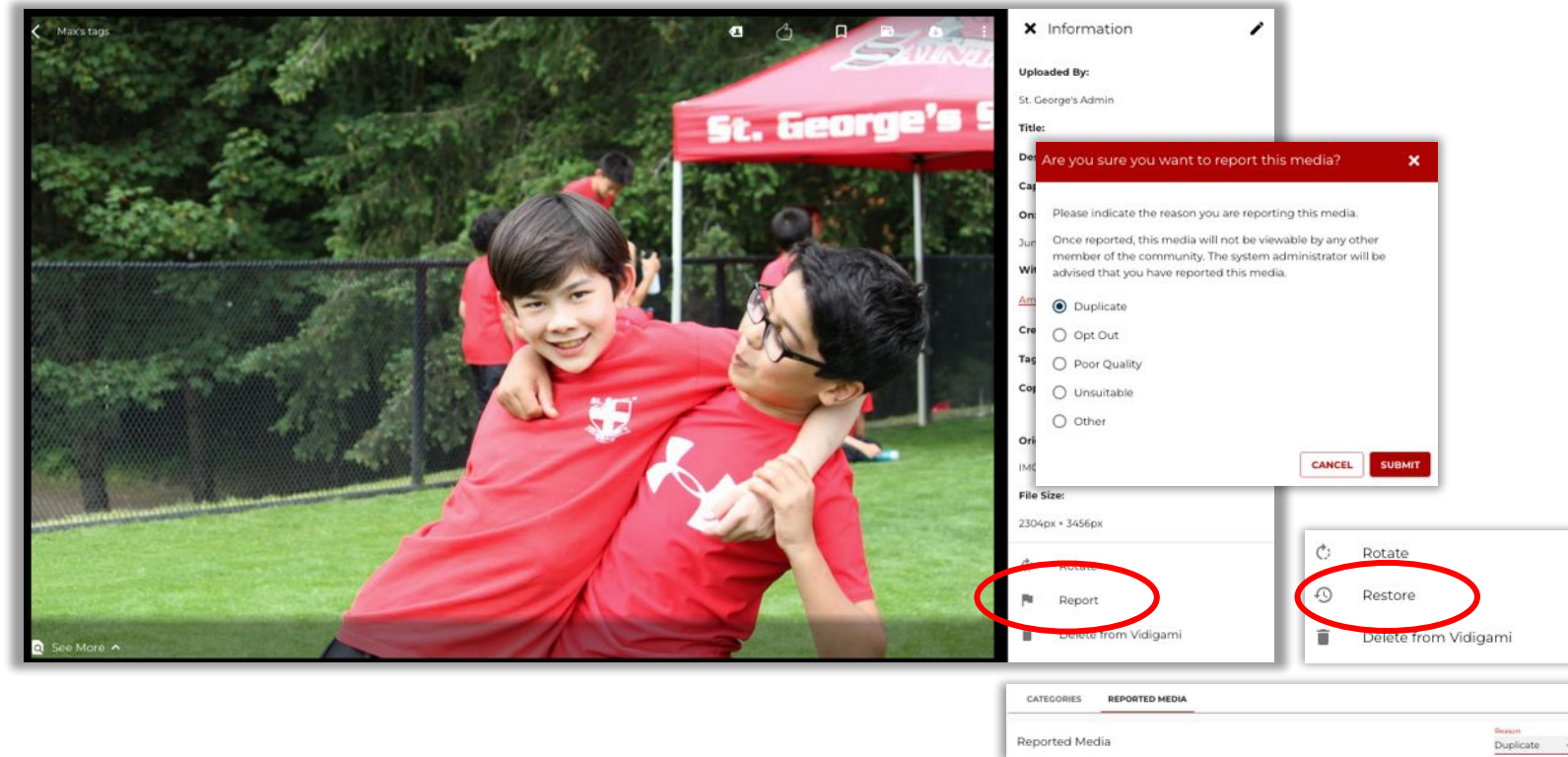
Learn more about Roles here

Athletics Admin

CREATE A CUSTOM ROLE

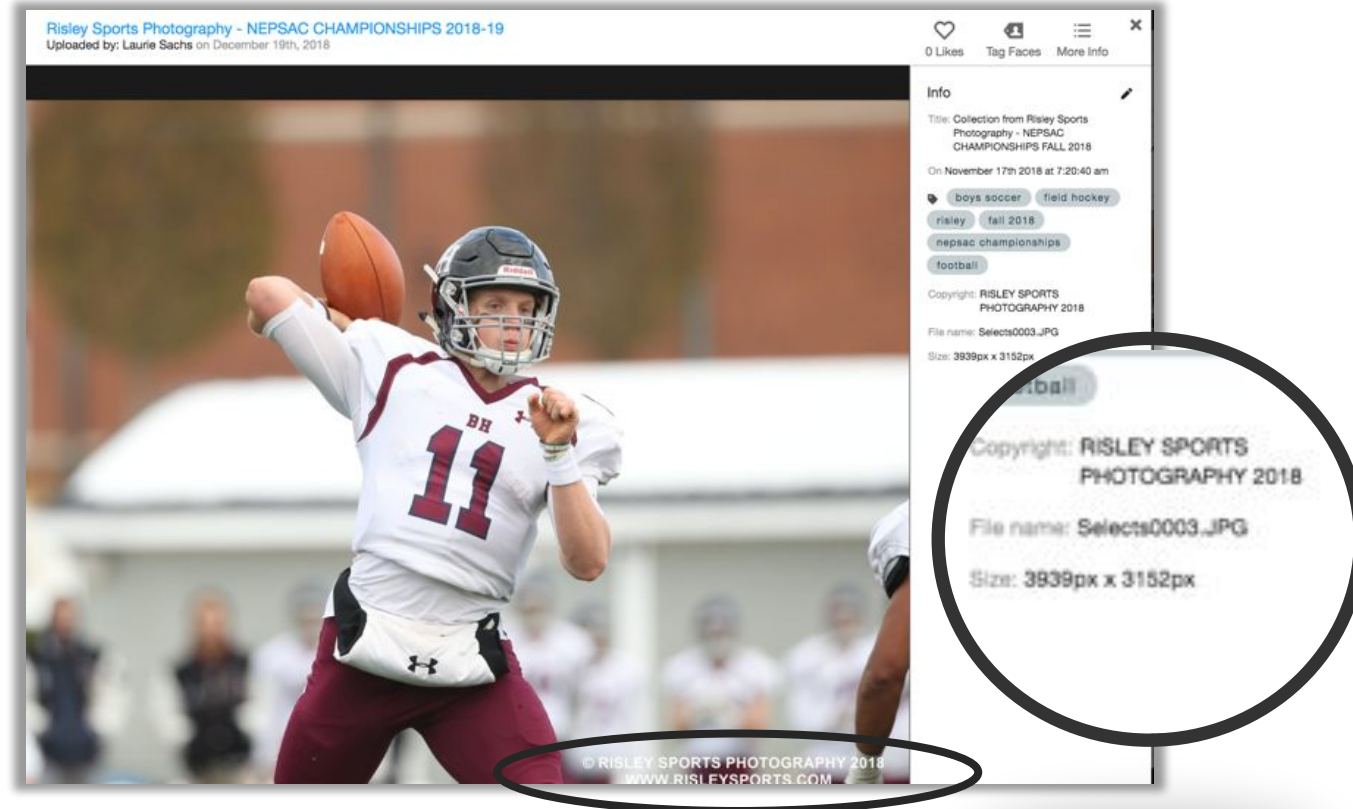
III. Permissions

Opted Out and No Public Release (Publishing Rights)



IV. Responsibility & Respect

Every user may give and withhold consent to every image



V. Copyright

Give credit to content owners and producers



VI. Watermark

Protect image from digital and print replication



Image and meta-data separated

Data encrypted at rest & in transit

**Data obfuscation to prevent direct link
between image and identity**

VII. Protecting Data Privacy

how image data is stored provides security



Face Detection

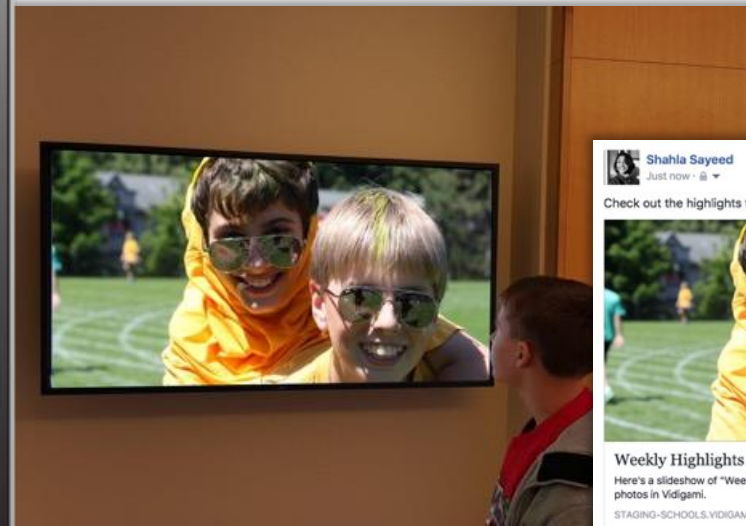
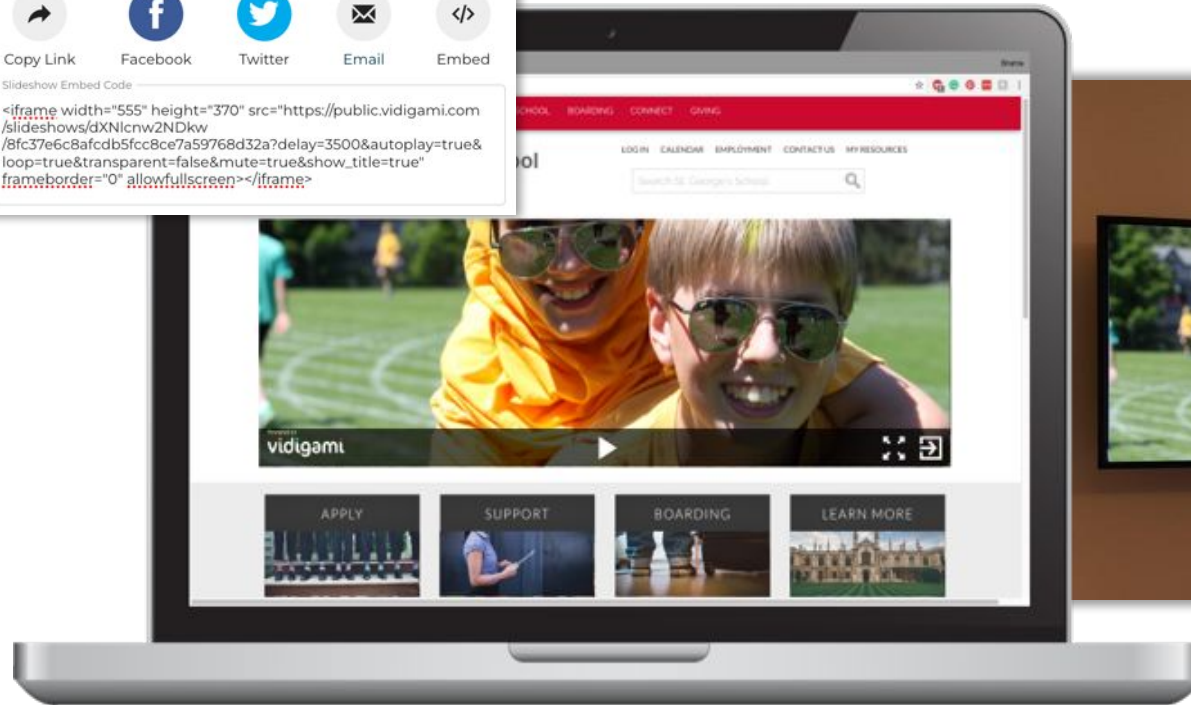
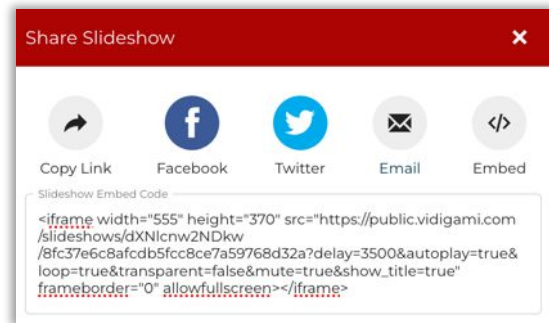
Manually tag individuals from list of registered users

Face Recognition

Training and automated recognition

VIII. Face Detection & Recognition

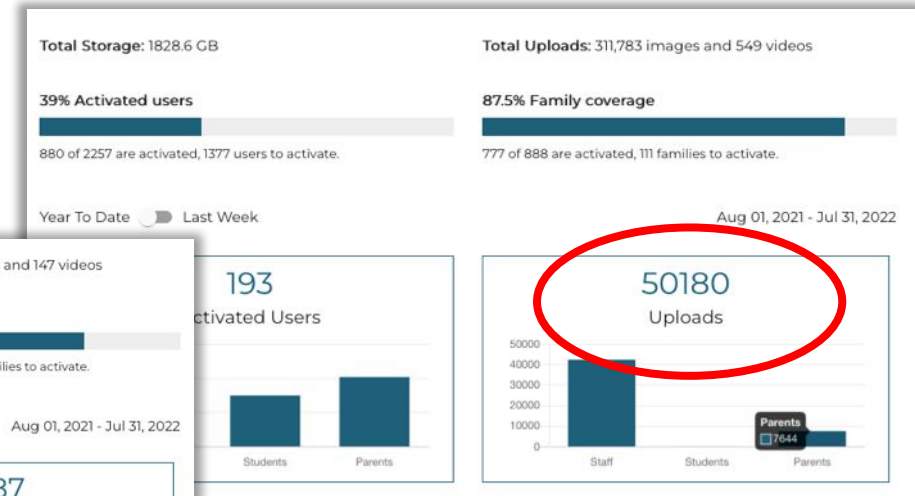
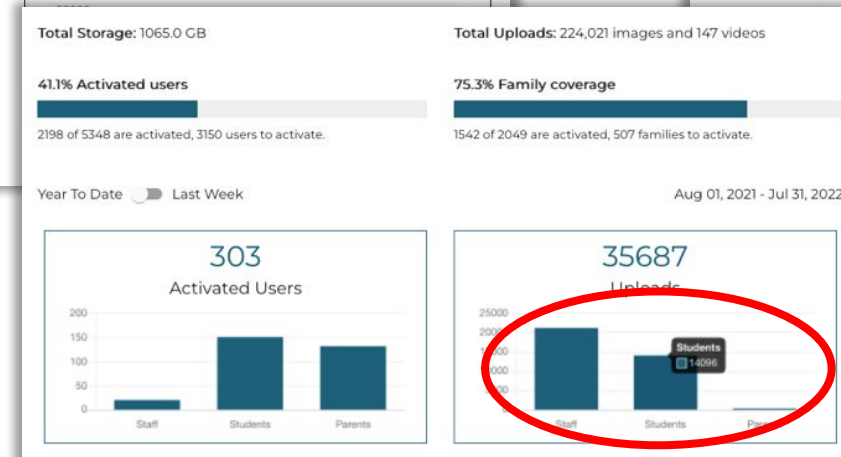
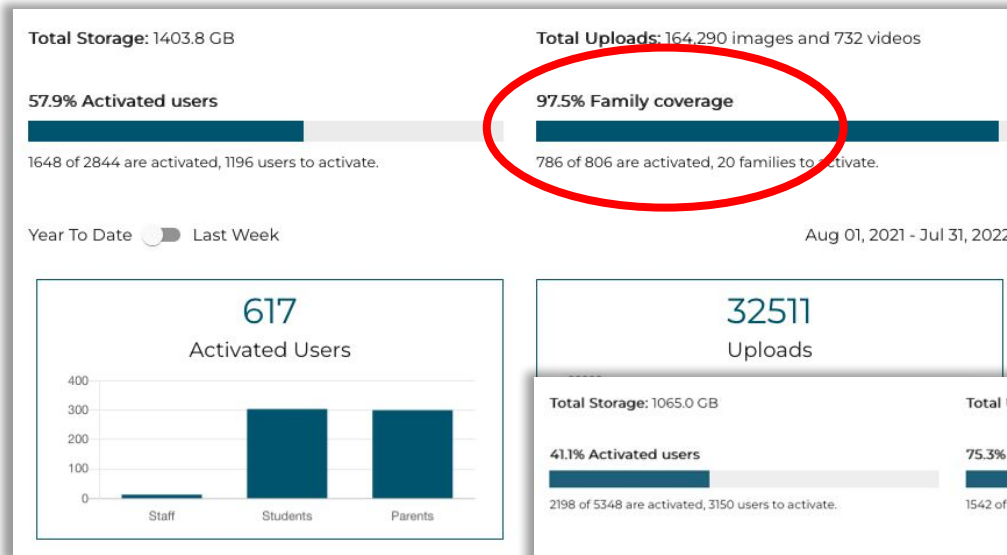
Manual vs Automated People Tagging



IX. Best of Public & Private Sharing

Images stay in public domain only for as long as intended

Integrate with digital signage, websites, yearbook, Microsoft, and more to come



X. Centralize, Organize & Share

Engage your community in the school experience



Governance

Measures taken to ensure only people with permission may access

- ✓ Control over access
- ✓ Option to Opt-In/Out
- ✓ Accountability



Consent

A person's right to control access to their personal information

- ✓ Individual consent
- ✓ Right to Opt-Out



Solution

Programs to enforce policy compliance

- ✓ Inclusive: students, faculty, staff, families
- ✓ Access: easy to use
- ✓ Education relevant

COMMUNITY PHOTO MANAGEMENT DESIGNED FOR EDUCATION

Q&A

Guidelines for Managing Images

- ✓ Informed participants
- ✓ Document consent
- ✓ Control access
- ✓ Ensure accountability
- ✓ Ability to revoke consent
- ✓ Right to be forgotten (GDPR Article 17)

Questions? Email: renee@vidigami.com

