

Privacy Statement

Classic Photography | Baltimore, Maryland
School & Youth Photography Services | Effective Date: June 2, 2026

Classic Photography is a high-volume school and youth portrait photography company headquartered in Baltimore, Maryland. We are committed to protecting the privacy and security of every student, parent, and family we serve. This Privacy Statement describes how we collect, use, share, and safeguard personal information in connection with our photography services.

1. Information We Collect

In providing our photography services, we may collect the following categories of information:

- **Student information:** First and last name, grade level, teacher or homeroom name, and school name
- **Parent/guardian information:** Name, mailing address, email address, and phone number
- **Order and payment information:** Package selections, transaction records, and delivery preferences
- **Photographic images:** Individual portraits and group photos taken at scheduled school photo events
- **Digital access credentials:** Online order codes, web proof links, and digital download access information
- **School-provided data:** Student rosters and class lists provided by schools to facilitate photo day operations

2. How We Use Your Information

We use the personal information we collect exclusively for the following purposes:

- Processing and fulfilling photo orders, including printing, packaging, and delivery
- Communicating with parents and guardians regarding order status, proofs, retakes, and digital downloads
- Sending order reminders, second-chance flyers, and service-related communications
- Producing school composites, class group albums, and yearbook photography
- Coordinating photo day logistics with schools and district administrators
- Complying with applicable school, district, and legal requirements

We do **not** sell, rent, or trade personal information to any third party for marketing or commercial purposes.

3. Use of Student Photographs

All photographs taken by Classic Photography are used solely to produce the portrait products and school deliverables described in our service agreements. Specifically:

- Images are used only to fulfill individual orders and produce school-required deliverables such as composites, class albums, and yearbook photography

- Images are transmitted to authorized third-party service providers strictly for editing, proofing, and print fulfillment (see Section 4)
- Student images are **never** used in advertising, marketing materials, social media, or any public-facing content without separate written consent from a parent or guardian
- Images are retained only as long as necessary to complete orders and address any corrections or disputes

4. Third-Party Service Providers & External Data Sharing

Classic Photography works with a limited number of trusted, specialized third-party vendors to deliver our services. These vendors may receive student images and related personal information outside of our internal network. We disclose these relationships fully in the interest of transparency and to comply with applicable federal and Maryland state law.

Vendor	Service Type	Data / Images Shared	Purpose
Evoto	AI-Powered Photo Editing	Student portrait images	Automated retouching, skin smoothing, and blemish removal
Captura.io	Photo Capture & Online Delivery Platform	Student names, school data, and portrait images	Online proofing, digital delivery, web order management, and second-chance sales
APS Lab	Professional Print Fulfillment	Student images and order/student details	Printing and production of photo packages, class group albums, and hardcover books

Each vendor is contractually obligated to: (1) use shared data only for the specific purpose described above; (2) maintain appropriate technical and administrative security safeguards; (3) refrain from selling or re-sharing personal information; and (4) comply with all applicable federal and state privacy laws. Data transfers to these vendors are conducted via secure, encrypted channels where available.

We may also disclose personal information when required by law, subpoena, court order, or government authority.

5. Protection of Children's Privacy (COPPA)

Because our services involve photographing minors, Classic Photography takes children's privacy seriously. We comply with the Children's Online Privacy Protection Act (COPPA, 15 U.S.C. § 6501 et seq.). We do not directly solicit or collect personal information from children under the age of 13 through our websites or online ordering platforms without verifiable parental consent. All online ordering and account registration is designed for parents and guardians. Third-party vendors who process images of minors (see Section 4) are required to comply with COPPA and all other applicable privacy laws.

6. FERPA Compliance

Classic Photography recognizes its responsibilities under the Family Educational Rights and Privacy Act (FERPA, 20 U.S.C. § 1232g). Student information and rosters provided to us by schools are treated as confidential education records. We use this information exclusively to provide contracted photography services and do not disclose it for any unrelated purpose. Our third-party vendors are engaged as service providers acting under our direction and are bound by equivalent confidentiality and non-disclosure obligations.

7. Maryland Privacy Law Compliance

Classic Photography complies with the Maryland Personal Information Protection Act (MPIPA, Md. Code, Com. Law § 14-3501 et seq.), which governs the protection and breach notification of personal information for Maryland residents. In the event of a security breach affecting personal information — including a breach occurring at one of our authorized third-party vendors — we will notify affected Maryland residents in accordance with state law requirements.

Classic Photography also acknowledges obligations under the Maryland Student Data Privacy Act (MSDPA) to the extent applicable to our school contracts, including restrictions on the use of student data for non-educational commercial purposes.

8. Data Security

We employ reasonable and appropriate administrative, technical, and physical security measures to protect personal information against unauthorized access, disclosure, loss, or misuse. These measures include:

- Encrypted transmission of images and data to authorized vendors
- Restricted internal access to personal data on a need-to-know basis
- Secure online ordering platforms for parent and guardian transactions
- Vendor contracts that require equivalent security standards

No data transmission or storage system is 100% secure. If you have reason to believe your information has been compromised, please contact us immediately.

9. Data Retention

Personal information and student images are retained only for as long as necessary to fulfill the purposes described in this statement. Typically, order records and associated contact information are retained for one school year following service completion, after which records are securely deleted or destroyed. Schools may request earlier deletion subject to any applicable contractual or legal requirements.

10. Your Rights & Choices

Parents and guardians have the right to:

- Request access to personal information we hold about their child

- Request correction of inaccurate or incomplete information
- Request deletion of personal information, subject to legal and contractual obligations
- Opt out of non-essential communications such as promotional emails at any time
- Inquire about the specific third-party vendors handling their child's images

To exercise any of these rights, please contact us using the information in Section 11. We will respond to all requests within a reasonable time and in accordance with applicable law.

11. Changes to This Statement

Classic Photography may update this Privacy Statement from time to time to reflect changes in our practices, vendors, or applicable law. When we make material changes, we will update the effective date at the top of this document. We encourage parents and guardians to review this statement periodically.

12. Contact Us

For questions, concerns, or requests related to this Privacy Statement or our data practices, please contact:

Classic Photography

Baltimore, Maryland

Website: classic-photo.com

Customer Service: (800) 869-9515 x112

Email: customerservice@classic-photo.com

This Privacy Statement is provided for informational purposes. Classic Photography recommends consulting a licensed attorney to ensure full compliance with all applicable federal and Maryland state privacy laws.

© 2026 Classic Photography. All rights reserved. | Baltimore, Maryland