

Break Away Sports Center, Inc Information For Use Of Photograph/Video

Photographs/Videos (“pictures”) are periodically taken by Break Away Sports Center, Inc. to capture the live action and essence of our activities. We believe “a picture is worth a thousand words”. These pictures help us promote our programs. Due to the complexity of taking pictures, it is required that all participants/parent sign the Consent For Use Of Photograph/Video on the Break Away Sports Consent & Release Form. This consent for using a picture is very common. Many events such as concerts, UW sports, or professional sports have a similar “consent for use of a photograph” on the back of each spectator ticket or as a participant.

CONSENT FOR USE OF PHOTOGRAPH/VIDEO

*“My child and I understand that Break Away Sports Center Inc. may take photographs and/or videos in which Participant herein may be a participant and/or a spectator. I hereby consent to Break Away Sports Center, Inc. use of any such photos, videos, or likeness in program promotions and/or marketing of such program(s) without notice or any compensation. I waive all rights that I/my child may claim in relation to the use of such photographs, videos or likeness.”
(required signature on Break Away Consent Form)*

Break Away Sports Center takes great care in choosing the pictures we use. Break Away goes through a careful process before publishing any pictures. The process includes:

- Selecting a program we wish to market/promote.
- Deciding where and how to use the picture.
- Finding a picture that exemplifies the character/atmosphere of the program. This is the most important step as it relates to our customers. **We try to use pictures in which it is difficult to recognize participants. There are a variety of ways we attempt to accomplish this. They include:**
 - Use of pictures taken from a distance showing a general or group activity.
 - Softening/Blurring the picture slightly to make participants difficult or impossible to recognize.
 - Use picture from archives from past years. People change over time. Maturation changes many physical features, especially of children (including height, weight, facial features, as well as hair length, style or color).
 - Use of picture with the angle taken from behind or side of participants making it hard to distinguish individuals.
 - We do not use names, ages, or leagues with any of the photographs/videos that may be used.

Break Away Sports Center is very sensitive to our customers concerns for privacy and safety. We use pictures with general titles such as Leagues or Instructional. In most cases, they are inserted into an area without any specific description.

Break Away Sports has used these guidelines since opening our doors with great success while addressing concerns of our customers.

That is why: in order for an individual to participate, we require the “Consent For Use Of Photograph/Video” portion of our Consent & Release Form to be signed by the participant/parent/guardian.

**WE LOOK FORWARD TO
SERVING YOU!**

