

# Royal Truck Training Academy

## Photo & Media Advertising Policy

Royal Truck Training Academy (“the Academy”) may take photographs, videos, or digital media of students during training activities, events, or on Academy property. This policy explains how media may be used for advertising, marketing, and promotional purposes.

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### 1. Purpose of Media Collection

The Academy may capture photos and videos for the following purposes:

- Marketing and advertising campaigns
- Social media posts and online promotion
- Website content and digital media
- Brochures, flyers, and printed materials
- Training demonstrations or informational content
- Program success highlights and student achievements

Media is used to promote the Academy’s programs, facilities, and student experiences.

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### 2. Student Consent Requirement

Students must provide **written consent or verbal consent** before their image, voice, or likeness may be used in any advertising or promotional material.

Consent may be collected through:

- Enrollment Agreement forms
  - Photo/Media Release forms
  - Digital consent (email or electronic signature)
  - Verbal consent
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### 3. Voluntary Participation

Participation in marketing-related photography or video recording is **completely voluntary**.

Students have the right to:

- Decline being photographed
- Decline media use of their image
- Request not to appear on social media or advertising material

Declining participation will **not** affect enrollment, training access, or program eligibility.

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## 4. Withdrawal of Consent

Students may withdraw their consent at any time by providing written notice.

Upon withdrawal:

- The Academy will refrain from using new media containing the student's image
  - Reasonable efforts will be made to remove future use of the image
  - Previously printed materials or past publications may not be retractable
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## 5. Group Photos or Public Events

During group activities, events, or classroom sessions:

- Students who do not consent may be positioned outside the camera's range or asked to avoid photo areas
- Group photos where individuals are not identifiable (e.g., backs turned, distance shots) may still be used without individual consent

The Academy will make reasonable efforts to accommodate non-consenting students.

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## 6. Ownership of Media

All photos, videos, and digital media taken by Academy staff or authorized persons are the **exclusive property of Royal Truck Training Academy**.

The Academy reserves the right to edit, publish, reproduce, or distribute the media for promotional use, in accordance with the student's consent.

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## 7. Third-Party Use

The Academy may share media with approved third-party platforms or partners, including:

- Advertising agencies
- Social media platforms
- Website hosting services
- Print and digital marketing companies

All third parties must adhere to privacy and usage standards consistent with this policy.

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## 8. No Compensation

Students will not receive financial compensation, royalties, or payments for the use of their image.

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## 9. Student Acknowledgment

By signing the Media Release and this policy, the student acknowledges that:

- They understand how their image may be used
- They grant or decline consent voluntarily
- They understand their right to withdraw consent
- They understand that the Academy may use approved media for advertising and promotional purposes

Student Signature: \_\_\_\_\_

Full Name: \_\_\_\_\_

Date:        /        /