



## HR Imaging Partners Privacy Policy

**Effective Date:** January, 1 2026

HR Imaging Partners is committed to protecting student personal information and ensuring privacy. This Privacy Policy outlines how we collect, use, share, and protect information provided to us. By using our services, websites, and applications, you agree to the terms of this Privacy Policy.

HR Imaging Partners is a family-owned and operated photography company that provides professional photography services to educational institutions and sports leagues throughout the Midwest. When an organization you (or your child) are affiliated with—such as a school, sports league, or employer—engages HR Imaging Partners to provide photography services, that organization may provide us with relevant data for the individuals being photographed.

We collect only the information needed to ensure a smooth and efficient Picture Day experience, as well as to support related services authorized by your organization, such as creating yearbooks or ID cards. This information helps us accurately match student names with their photos and ensures accurate distribution of materials within the organization.

### Information We Collect

We collect only the information necessary to provide our photography services and fulfill our obligations to our customers and schools.

### Types of Information Collected

Information Type	Examples	How We Collect It
Personal Information	Name, address, phone number, email, account login	Provided by schools or guardians, during purchases, account setup, or picture day events
Student Information	Student name, grade, teacher, ID number	Provided by schools or guardians
Digital Identifiers	IP address, cookies, browsing activity	Collected automatically via websites

## How We Use This Information

We use your information for:

1. **Providing and Improving Services:** To fulfill all terms of our contracts and agreements with our school customers, fulfill customer orders, process payments, provide customer support, and improve our offerings
2. **Communication:** To send customer order updates, respond to customer inquiries, and provide important information about your account
3. **Marketing:** With customer consent, to send emails or other communications about new products, promotions, and other updates (you can opt-out of receiving marketing communications at any time)
4. **Legal Compliance:** To comply with applicable state and federal laws and regulations

## How We Share Your Information

We do not sell or license your personal information to third parties. Your information may be shared in the following limited situations:

- **Trusted Service Providers:** We share information with service providers who assist us with payment processing, email delivery, and other essential functions. We have contracts with our service providers that require them to protect your information.
- **Legal Authorities:** We may disclose information to legal authorities if required to do so by law or in the good faith belief that such action is necessary to comply with a legal obligation, protect and defend our rights or property, or protect the personal safety of users of the Services or the public.

## Types of Information We Do Not Receive

HR Imaging Partners does not request or receive sensitive or protected personal information, including but not limited to:

- |                                      |  |
|--------------------------------------|--|
| - Social Security numbers            | - Immigration or citizenship status        |
| - Medical or health records          | - Financial account or banking information |
| - Academic grades or IEP information | - Parent income or Employment data         |

## Student & Children Privacy

HR Imaging complies with the Family Educational Rights and Privacy Act (FERPA), Children's Online Privacy Protection Act (COPPA), and applicable state and federal laws to protect student information.

Family Educational Rights and Privacy Act (FERPA) governs the disclosure and use of student education records.

COPPA (Children's Online Privacy Protection Act) regulates the online collection of information from children under the age of 13.

- We collect only the data authorized by schools to provide services like Picture Day photos, yearbooks, and student IDs.
- We do not sell, rent, or share student information for marketing purposes.

Our websites are not intended for children under the age of 13. For school photography services, we rely on schools to obtain parental consent as required by COPPA and FERPA.

If you believe we have collected information from a child under 13 without consent, please contact us immediately at: [hrequest@hrimaging.com](mailto:hrequest@hrimaging.com).

## Your Rights

You have the following rights regarding your Personal Information:

- **Access:** You can request access to the personal information we hold about you.
- **Deletion:** You can request that we delete your personal information.
- **Correction:** You, in cooperation with your student's organization can request that we correct inaccurate or incomplete personal information.
- **Opt-Out:** You can opt-out of receiving marketing communications from us.

## Data Security

We take aggressive measures to protect your personal information from unauthorized access, use, or disclosure by using the latest in storage, monitoring and security technologies. Within HR Imaging Partners there is restricted internal access to student information. Access to student data is limited to authorized systems and vetted personnel whose roles require it.

## Account Security & Authentication

To ensure the security of your data, we require two-step verification for online account access. In addition to your password, you must enter a unique verification code sent to either your registered email address or your mobile phone number before access is granted. This information is used strictly for authentication and security purposes.

To protect student privacy and ensure images are only viewed by authorized individuals, access to student or school photos requires an HR Imaging account and verified student information. If you do not have your student's unique HR Imaging identification number, you will be asked to verify at least two additional pieces of identifying information before being granted access. These safeguards are in place to help ensure that student images remain secure and are only accessible to parents or guardians with proper authorization.

## Cookies and Tracking Technologies

In order to use our website, the browser settings must allow for cookies and tracking technology. Disabling cookies will not allow for our website to function. Our websites uses cookies and similar technologies to:

- Enhance your online experience
- Store your school information
- Provide personalized offers and communications

## Updates to This Privacy Policy

We may update this Privacy Policy to reflect changes to our practices, services, or applicable laws. Updates will be posted to our website with the new effective date.

## Additional Student Data Privacy Resources

FERPA (US Dept of Education) <https://studentprivacy.ed.gov/ferpa>

School Photographers of America (SPOA) <https://www.schoolphotographersofamerica.com/student-data-privacy-help>

Access 4 Learning Community <https://a4l.org/>

## Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

**HR Imaging Partners, Inc.**

**Email:** [hrequest@hrimaging.com](mailto:hrequest@hrimaging.com)

**Phone:** 815-433-1766

**Mail:** 4105 Progress Dr. Ottawa, IL 61350