

<b>Photography, Advertising and Sales Representatives</b>	
<b>Adopted:</b> October 17, 1972	<b>Last Reviewed/Revised:</b> February 18, 2025
<b>Next Scheduled Review:</b> 2027-2028	
<b>Associated Policies &amp; Procedures:</b> <a href="#">I-21 Corporate and Community Investment in Education</a> <a href="#">VI-85 Corporate and Community Investment in Education</a> <a href="#">I-25 Purchasing</a> <a href="#">VI-11 Purchasing</a> <a href="#">II-45 Equity and Inclusive Education</a> <a href="#">VI-54 Equity and Inclusive Education</a> <a href="#">V-17 Request for Promotion and Distribution of Program/Activity Related Materials Through School Board</a> <a href="#">VI-40 Request for Promotion and Distribution of Program/Activity Related Materials Through School Board</a> <a href="#">VI-16 Copyright, Visual Identity, and Intellectual Property Protection</a>	

## Purpose

To establish a system protocol with respect to photography, advertising and sales representatives.

## Application and Scope

This policy applies to all schools and Halton Catholic District School Board (HCDSB) locations within the jurisdiction of the HCDSB.

## References

[O. Reg. 298 \(Section 24\)](#)

## Definitions

**Advertising:** may involve items such as yearbook advertisements, special event programs, fun fair sponsorships, partnerships, donor recognition, athletic uniforms and T-shirts.

**Photography:** the practice of taking and processing photographs, particularly for the purpose of generating revenue.

**Sales Representative:** a person or agent designated by a company to solicit business on its behalf.

## Principles

HCDSB:

- recognizes that no advertisement shall be placed in a school, on school property or announced to the students without the consent of the HCDSB (*O. Reg. 298 (Section 24)*);
- makes explicit its position that students and families in our school system are not to be exploited for commercial purposes;
- acknowledges that photographers are permitted on school premises at the discretion of the Principal;
- recognizes that while photography sessions may be permitted by a school, parents/guardians are under no obligation to purchase any such photographs;
- expects that all class, or group photos are to reflect the equitable and inclusive environment of our schools; and
- expects all service providers to follow the HCDSB's direction on providing an equitable and inclusive environment for all our students and staff.

## Requirements

HCDSB:

- will notify parents/guardians of all photography of their children taken on school premises;
- requires that all materials approved for distribution will be in keeping with the HCDSB's Mission, Vision and Values Statements and will not be in contravention of any HCDSB policy;
- requires that electronic communication be governed by the appropriate Information technology policies and will be consistent with this policy;
- requires that all agents and sales representatives wishing to present and/or advertise their products to a school must first obtain approval from the Principal. System-wide advertising requires approval from the Director of Education; and,
- requires that any use of the HCDSB logo, in part or in full, is prohibited in conjunction with commercial logos and advertisements without the approval of the CFO and Treasurer and the Manager of Strategic Communications.

APPROVED: Regular Meeting of the Board



AUTHORIZED BY: \_\_\_\_\_

*Chair of the Board*