



Date: January 12, 2015
TO: Mr. Sheldon Jones, Superintendent Richland Parish School Board
FROM: Lifetouch National School Studios Inc. (Lifetouch)

Re: Photography Agreement Addendum for Student Data Privacy and Security

Dear Mr. Jones,

As you know, Louisiana enacted in the past legislative session new requirements that govern the disclosure and use of personally identifiable information of students, as well as contracts between schools and their service providers entrusted with handling such information. Lifetouch has always taken the confidentiality and security of student data and images very seriously.


In order to provide efficient delivery of school portraits to your school for distribution to students, certain basic student information is necessary. Lifetouch handles such information strictly in accordance with the conditions imposed on "school officials" by the Family Educational Rights in Privacy Act (FERPA). We have also closely monitored the progress and implementation of recent state legislative activity pertaining to student data. The purpose of this letter is to assure you that Lifetouch is fully prepared and compliant with *La. R.S. 17:3913 and 3996(B)(34)*, effective August 1, 2014).

To that effect, this letter, together with the attached *FAQ for School Records Custodians*, shall serve as an Addendum to the Photography Agreement between your school and Lifetouch. These documents confirm Lifetouch's commitment to meet the requirements of all applicable laws, regulations and school policies, while assisting your school in its own compliance efforts.

We also want to bring to your attention that Lifetouch offers a secure portal for the transmission of student data and images to and from your school. The Lifetouch Portal was designed with student data privacy and security in mind, including the requirements set forth in La. R.S. 17:3913(F). A Lifetouch Portal whitepaper further detailing data security measures is available on request.

Please feel free to contact your Lifetouch account representative with any questions or concerns about this important topic. You may also contact the Lifetouch Privacy Office at privacyoffice@lifetouch.com.

LIFETOUCH NATIONAL SCHOOL STUDIOS INC.

By: 
Michael Meek
Title: President & Chief Operating Officer

By: 
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