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Privacy Policies

The following outlines the privacy policies of Ardent Images, LLC (hereafter referred to as “AI”) regarding client information and any images or video produced. “Client” refers to any customer, model, or other subject with whom Jeff Knowles or other members of AI is working to produce images. There are three privacy levels available for any photo sessions or assignments:

Standard Privacy: basic guidelines applied to all AI clients; appropriate for most general assignments.

Enhanced Privacy: applied upon request, or in some cases automatically, for information or images that may be proprietary, somewhat sensitive in nature, or which require additional protection for any reason.

Maximum Privacy: more extensive protection is available for clients who prefer more complete privacy and confidentiality with respect to their images and/or information.

The levels are additive (eg. “Enhanced” includes at least the protections found in “Standard” level, plus more).

1. Client Personal Information

Privacy regarding the client’s personal identity information such as full name, mailing or email address, phone numbers, account numbers etc.

Standard Privacy

- AI never sells or gives client personal information to third parties for purposes such as marketing, advertising, soliciting, email “spam”, etc.
- Client personal information may be provided to third parties such as photography labs or service providers when necessary to process an order (for example, providing names to engrave a photo album) without the client necessarily being asked for permission.
- No specific client personal information will be posted to the Internet or places available to the general public without clients’ permission, except that first names or nicknames may be used as needed. No personally identifiable information is gathered from clients visiting the AI website without their knowledge.
- Identifying information such as name, address/email, phone, etc. will be available to AI company members for administrative purposes such as order processing, and may sometimes be accessible to other AI clients or other members of a group or organization for which AI services are being provided (for example on a team portrait sign-up sheet or wedding guest book).
- AI will only request or retain financially sensitive information such as credit card numbers, account numbers, etc. when necessary to process a transaction. AI will take measures to safeguard such information, and access to it will be limited to trusted AI employees.

Enhanced Privacy

- For greater privacy/anonymity, no client personal information will be made available to any third parties such as other AI clients or group members without client’s permission. Client personal information will be secured and accessible only to Jeff Knowles or members of AI.

Maximum Privacy

- Client's personal information will be secured and kept as confidential/anonymous as possible, will not be associated with specific photo session(s) or image(s) without the client's permission, and will be accessible only to Jeff Knowles.

2. Client Consultation/Communication with AI

Privacy regarding the fact that you have consulted or communicated with AI, and what was discussed, communicated, planned, or ordered with AI.

Standard Privacy

- Information about a client's interaction with AI is not used for marketing or advertising purposes without the client's permission.
- The fact that a client consulted or communicated with AI, and general information about the nature of the consultation/communication may be available to other clients or prospective clients (for example when providing references).

Enhanced Privacy

- The fact of client's association with AI or Jeff Knowles for photographic work may be available to other individuals, but details of particular sessions or images being created will not be shared or published.

Maximum Privacy

- When Maximum Privacy is applied to communication about particular AI photo sessions or images, measures will be taken to keep both the fact of these consultations and the details of those consultations confidential. Information about the client's plans, questions, interests, etc. will not be shared with anyone else without permission. This is intended to help clients who prefer, for whatever reason, a high degree of privacy and discretion with respect to their communication with AI.
- Jeff works hard to earn and maintain a professional reputation; in order to enable a free flow of information and creative ideas, at this level the client is also asked to respect Jeff's privacy by asking his permission before sharing any details of their AI consultations with other individuals.

3. Client Photo Session Privacy

Personal privacy during the actual photo session and pre-processing of images.

Standard Privacy

- Many photo sessions require no special privacy-related measures. However, in the interest of reducing distractions and conducting a pleasant and successful session, basic steps are often taken to provide a semi-private environment. For example, individuals present are usually limited to those accompanying the subject(s) and photographer to avoid "spectators".
- A private area for clothing changes will be available as needed. No photographic or video equipment will be operated in the changing area(s) without the client's permission.

Enhanced Privacy

- During the session, measures are taken to provide as much privacy as the client/subject(s) prefer. Work does not proceed until the environment is secured against any uninvited "spectators". Individuals attending the photo session include only those agreed to by the client/subject.

- Photographing or videotaping will not occur without the subject's explicit knowledge and consent. The subject(s) will be aware when the image-making portion of the session begins and ends. (In other words, no "candid" or surprise photos – such as the sort that might be taken during photojournalistic wedding coverage under Standard Level privacy -- will be taken).

Maximum Privacy

- In addition to the above: the subject(s) and Jeff Knowles must both approve attendance at the session by any other individuals besides the subject(s) (at their discretion, either Jeff or the subject(s) can 'veto' attendance at the session by any particular individuals).
- The session location will be physically secured (e.g. locked), or arranged to the extent possible to prevent any unauthorized individuals from observing the session or entering the set during the session.

4. Client Images

Privacy regarding the processing, viewing, and display/dissemination of the images created during the session.

Standard Privacy

- All images created by AI for the client may be used and displayed for any purposes specifically related to AI or the client without additional permission or compensation required. This pertains to preview images as well as images selected by the client for final processing/printing. This includes:
 - AI self-promotion, such as showing examples of work to prospective clients or website samples
 - Previewing of client's images alongside others in a group context, such as website preview galleries for images made in the context of a team, group, or public event (e.g. weddings, dance recitals, team/group portraits etc)
 - Artistic and professional endeavors, such as entry in local/regional print competitions or instructional seminars
 - Technical contexts such as interacting with lab personnel to optimize print quality
- The client may use the preview or final images in any manner they wish as long as copyright laws and any commercial agreements are not violated.
- Client images may be processed or printed by any commercial lab or third party without any special precautions (although client personal information will not be associated with the images beyond what is necessary and described in section 1).
- Client images will not be used for *large scale* broadcast or print media distribution without consent of the client. This includes things like mass media broadcasts, wide-distribution advertisements, national or international competitions, or stock photography.

Enhanced Privacy

- The entire un-edited set of preview images created during the session will not be shown to anyone else except Jeff Knowles and the client without the client's permission, and will not be left in a publicly-accessible area.
- Client images selected and identified by Jeff Knowles as meeting high professional and artistic standards may be used for sample or self-promotional or artistic use by Jeff or AI. However, Jeff will ask the client(s)/subject(s)' permission before any public access to images in which the client(s) or subject(s) may be personally identified and which may be considered sensitive or explicit in nature. In other words, the client has "veto power" over any additional use of images from their session beyond what the client specifically requested.

- Likewise, Jeff Knowles will have limited editing authority over the client's public display of specific images from the session. For example, if he feels they were an inappropriate or overly sensitive selection for the intended use, Jeff has limited "veto power" over any public use of particular images from the session.
- Client images will only be printed, framed, or otherwise processed at labs/facilities that work for professional photographers and artists, and which do not allow public display of images they are processing without permission of the creator and subjects. No client personal information will accompany the images when work is sent to third parties.

Maximum Privacy

- To assure a high degree of privacy and confidentiality, and prevent any client apprehension or embarrassment, all client images captured during the session will be initially processed directly and only by Jeff Knowles. Source material (film negatives, digital files etc.) and all preview images will be secured to prevent access to anyone else except Jeff Knowles and the client/subject. Images from the session will be safeguarded throughout their life cycle to avoid accidental inappropriate use or disclosure. No lab or other third parties will be used during initial processing.
- Previewing of client images will occur only in a private, controlled setting. No images from the session will ever be used or displayed by AI for self-promotion or any other purposes except those specifically requested by the client, unless client permission is provided on a specific basis (i.e. the client agrees to specific uses for specific images).
- Particularly for any images from the session that might be considered sensitive, Jeff Knowles' permission is also required before the client may use or display them to anyone else. This is to help assure agreement between Jeff and the client regarding appropriate use of any images from the session, and avoid any misuse or misinterpretation that could lead to any embarrassment unprofessional outcome for either party.
- If a lab or other third party is needed to produce selected final images or prints, only a professional facility with a policy of discretion during processing/printing will be used. The client will be made aware of any third-party involvement, and the clients'/subjects' anonymity will be protected (no client personal identity information will be associated with the images or job).