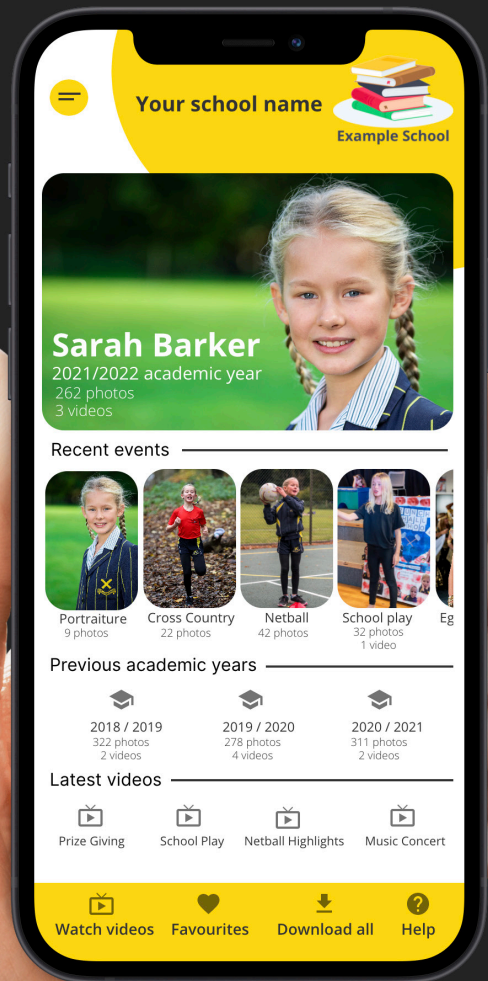
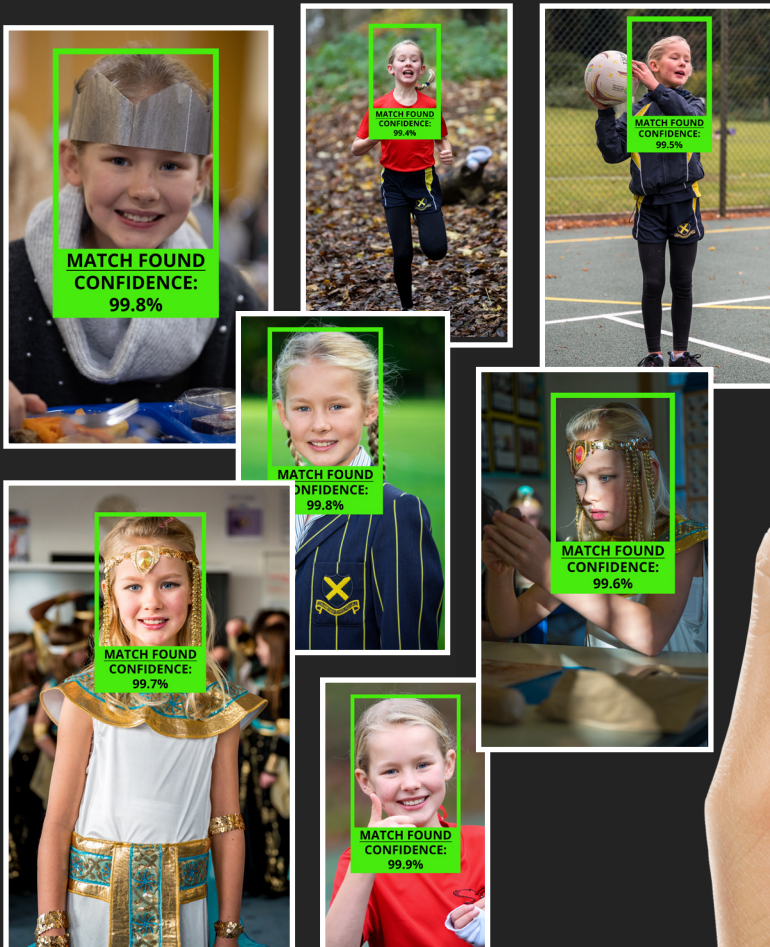




Splaat  
PHOTO

# School Photos and Videos Using Facial Recognition

Capturing Moments, Creating Memories





# GIVE YOUR FAMILIES THE GIFT OF MEMORIES

We are proud to provide families with a consistent and permanent visual record of their child's time at school.



## How do we do this?

Splaat Photo gives families hundreds of photos and videos that feature their child each academic year.

These photos and videos are delivered directly to a parent's smartphone via a **school-branded gallery**, as a **downloadable digital file**, in real time. Families can have **downloadable digital access to every photo and video** that we capture of their child for **one fixed annual price**.

Best of all - **families only see the photos and videos that feature their child**. We use our inhouse **facial recognition algorithm** to achieve this. This has been developed from the ground up which addresses the primary **safeguarding concerns** and requirements of our schools.



## SAFE INNOVATIVE TECHNOLOGY

We are proud to have developed our own facial recognition algorithm specifically for schools.

The safety of the children that we photograph and video is always our first priority. We have numerous safeguards in place to ensure that all parent consent is respected and that photos and videos are only shared with the correct families.

# 3 KEY BENEFITS FOR SCHOOLS

1

## INCREASED PARENT SATISFACTION

Parents really appreciate the opportunity to have a collection of memories to celebrate their child's achievements.

2

## MORE PHOTO & VIDEO CONTENT FOR YOUR MARKETING

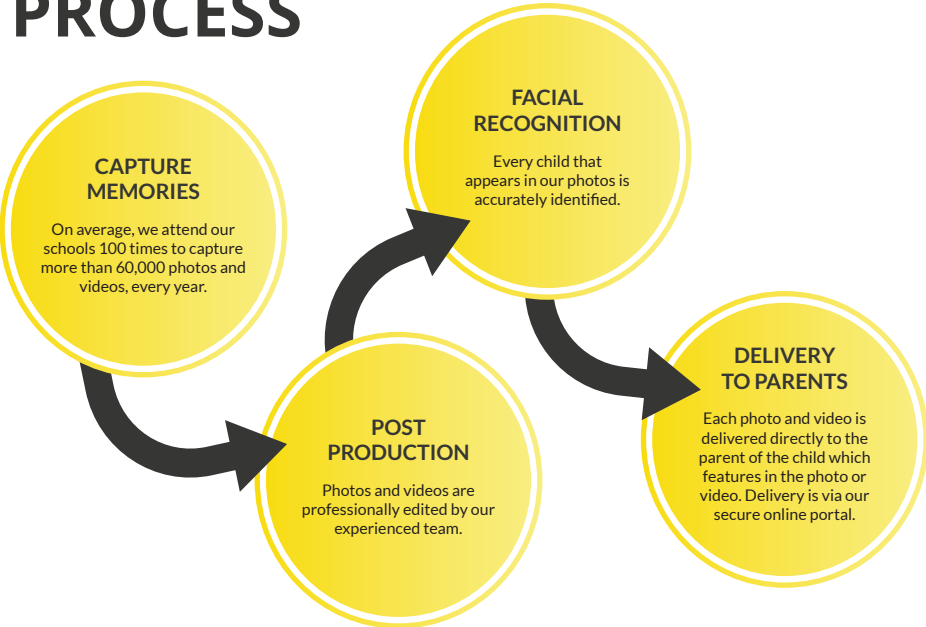
You'll have access to the photos and videos that we capture and will be able to use them for your own promotion.

3

## COMPLETE GDPR MANAGEMENT

We manage all consent and GDPR obligations relating to the photography and videography of students on your behalf. Our DPIA is available on request.

## OUR PROCESS



**General Data Protection Regulation**

Our whole service has been audited by an external data protection solicitor and is GDPR compliant. Our Data Protection Impact Assessment (DPIA) is available on request.

## TRUSTED BY



St Albans High School  
— for Girls —



St Joseph's In The Park  
Independent Prep School

# SAFE FACIAL RECOGNITION

We have developed our own facial recognition algorithm which addresses the safeguarding concerns and requirements of our schools. Our Data Protection Impact Assessment (DPIA) talks specifically about the steps that we take to ensure all photographs are accurately tagged and how we safeguard the children that we photograph and film.

## ACCURATE AND SAFE TAGGING

Our facial recognition algorithm is tailored for use in schools. Safeguarding features exist to ensure all tagging is accurate

## HIGH END SECURITY

All data is stored securely (SSL) within the EU and access is authenticated (two-way).

## BRANDED ONLINE ACCESS

All photo and video content is accessed via a SCHOOL-BRANDED online gallery.

## GDPR COMPLIANT

We've been audited by an external data protection solicitor and are GDPR compliant. Our DPIA is available on request.

## ADVANCED CONSENT MANAGEMENT

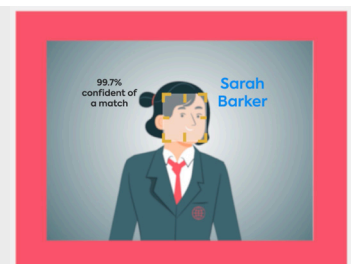
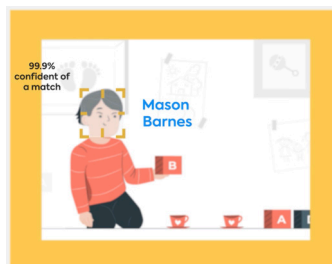
We track all parental consents to ensure that all parental rights are respected. We simplify this process for you. Personal data is pseudonymised where possible.

## TRACKING, REVOKING AND RIGHT- TO-ERASURE

All website activity is monitored and access privileges can be amended at any time. Also, because all images are tagged, fulfilling any right-to-erase requests are quick and easy.

## GIVING PARENTS CONTROL

Each child is given a unique passcode and parents are able to control who has access.



# SCHOOL PORTRAITURE

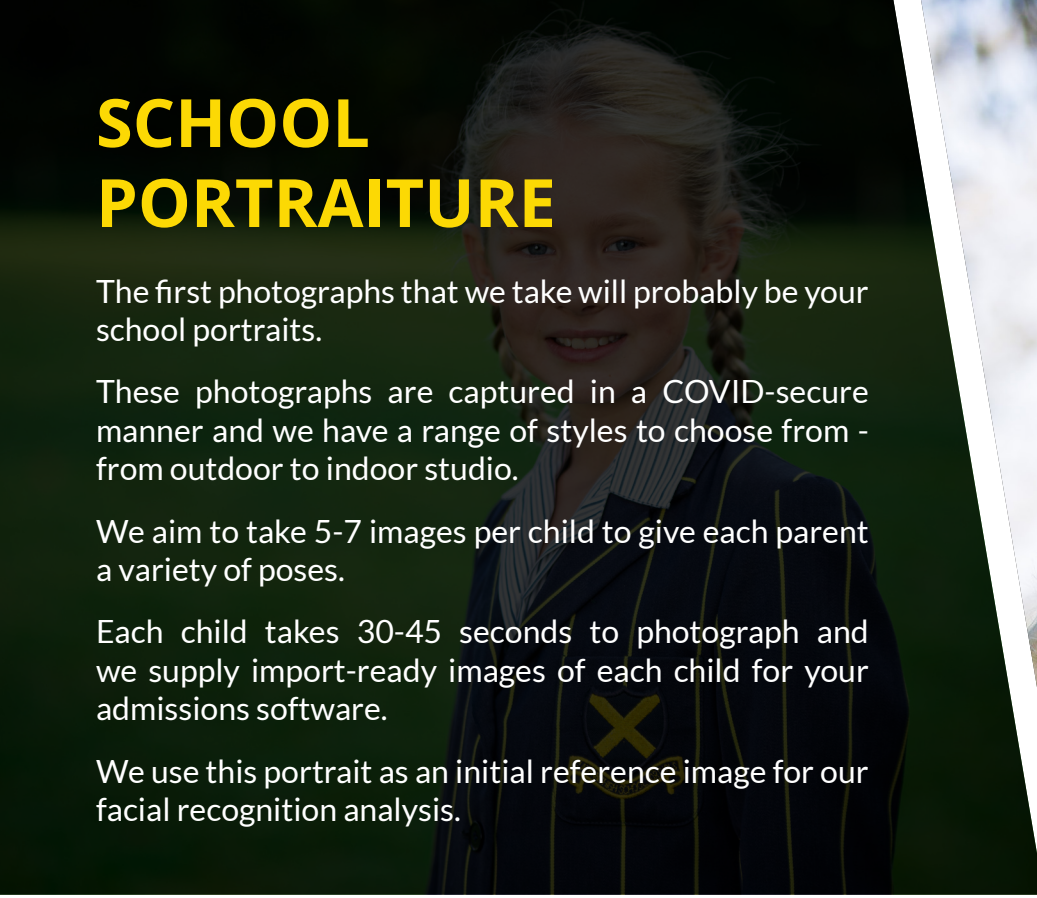
The first photographs that we take will probably be your school portraits.

These photographs are captured in a COVID-secure manner and we have a range of styles to choose from - from outdoor to indoor studio.

We aim to take 5-7 images per child to give each parent a variety of poses.

Each child takes 30-45 seconds to photograph and we supply import-ready images of each child for your admissions software.

We use this portrait as an initial reference image for our facial recognition analysis.



# VIDEO

We record on video many different types of school event - school plays, prize givings, sports matches, concerts, and carol services to name just a few!

We use a 2-camera 4K video set up with multiple microphones. All footage is professionally colour-graded and edited before being delivered in either high (1080p) or 4K resolution.

Our videos can be delivered in the same way as our photos. This means that parents will only see video footage that features their child.

Offering professional video means that parents are not scrambling for the prime photo/video location and means that they can enjoy their child's performance rather than trying to capture it on their smartphone.

It also means that you can ask parents not to capture photos or videos to address child protection and GDPR concerns whilst reassuring parents that professional photos and videos are available.

Our business model means that there is no minimum sales requirement that needs to be met.

To view our showreel, please contact us today.



# MUSIC AND DRAMA

We generally will photograph a dress rehearsal, rather than the performance to parents. This enables us to get close to the action which makes for better photographs and allows us to video record the final performance.

We can schedule the delivery of images to parents so that the performance remains a surprise.

Having professional photography and video means that parents are not scrambling for the prime photo/video location and means that they can enjoy their child's performance rather than trying to capture it on their smartphone.

It also means that you can ask parents not to capture photos or videos of the show to address child protection and GDPR concerns whilst reassuring parents that professional photos and videos are available.

Additionally - our business model means that there is no minimum sales requirement that needs to be met.





# OTHER SCHOOL EVENTS

Sports matches are a regular fixture in most school calendars.

We're able to capture great action photographs across multiple sporting events.

We also photograph sports teams. This can be done as a group or each individual photographed on their own and then composited together.

The school sports day is a favourite and is a "must-have" when recording a child's time at school.

We can also capture video montage footage of sporting events for your own marketing.



## OTHER SCHOOL EVENTS

These occasions showcase some of the best school experiences that parents are rarely able to see.

These photos capture the essence of what your school experience is all about, and represent a great marketing opportunity for you.

The feedback that we've received from parents tells us that these natural and candid images are their favourites - showcasing some of the most cherished memories for the years to come.



## PRIZE GIVING AND SPEECH DAY

Photographs can be taken with no disruption to the ceremony as each student collects their prize.

These events can also be filmed.

This also presents a great opportunity for family photos too.



# FAMILY PORTRAITS

We are proud to provide a family portrait day to all our schools with our compliments.

This day generally will be in the summer term, where we can photograph your families at your school. This is often done over a weekend.

Families really appreciate this opportunity and this adds value to your overall school offering.



## History

Splaat Photo was founded in 2009 by Greg McClarnon.

From the start, our mission has been to capture the achievements of the children that we photograph to enable them and their families to have a permanent record of their time at school.

Each year we take approximately half a million photographs across 1800 school events across the UK.

In recent years, we've felt that parent and school wants were not being met.

We've embarked on a mission to disrupt the school photography industry by delivering a better value proposition for the families that we serve.

If you like the look of what we're doing and would like to find out how we could help deliver extra value to your parent body, please request a consultation today.



**Greg McClarnon**

Managing Director



## CONTACT US

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