

MEDIA & MARKETING CONSENT

Last Updated: May 8, 2026

This Consent governs the use of photos, videos, audio materials, lesson recordings, event recordings, testimonials, and other materials related to participation in educational programs, activities, and related services.

This Consent is separate from the Privacy Policy and other agreements.

1. GENERAL PROVISIONS

Users, parents, or legal guardians acknowledge and agree that photos, videos, audio materials, testimonials, lesson recordings, event recordings, and other materials related to educational activities may be used by the Company for:

- * marketing;
- * advertising;
- * informational;
- * educational;
- * presentation;
- * social media;
- * publication purposes.

Consent to such use is considered granted:

- * by using the website;
 - * by submitting applications or forms;
 - * by registering;
 - * by purchasing services;
 - * by participating in educational programs, lessons, events, performances, competitions, activities, or related services,
- unless the user, parent, or legal guardian submits an opt-out request in accordance with this Consent.

Users, parents, or legal guardians may at any time:

- * withdraw consent;
- * opt out of marketing use;
- * restrict certain methods of use.

Refusal to provide consent or withdrawal of consent does not affect access to educational services.

2. MATERIALS THAT MAY BE USED

Subject to this Consent, the Company may use:

- * photographs;
- * videos;
- * audio recordings;
- * online lesson recordings or fragments thereof;
- * recordings of performances, events, competitions, presentations, and school activities or fragments thereof;
- * testimonials;
- * written comments;
- * educational achievements;

- * projects;
 - * screenshots;
 - * images;
 - * names;
 - * voices;
 - * other materials voluntarily provided by users, parents, or legal guardians.
- Materials may be used in full or in part.

3. WHERE MATERIALS MAY BE USED

Materials may be used:

- * on websites;
- * on social media platforms;
- * in advertising materials;
- * in presentations;
- * in email communications;
- * in messaging applications;
- * in testimonials and case studies;
- * in videos;
- * in educational and informational publications;
- * in online and offline materials;
- * in advertising campaigns.

4. INTERNAL EDUCATIONAL RECORDINGS

Lesson recordings created for:

- * quality control;
 - * educational continuity;
 - * internal supervision;
 - * teacher evaluation and training;
 - * dispute resolution;
 - * safety and security;
 - * student and parent access;
 - * verification of services provided,
- are not considered public marketing use and may be processed under the Privacy Policy and educational agreements.

5. VOLUNTARY NATURE OF CONSENT

This Consent is voluntary.

Users, parents, or legal guardians may:

- * provide consent;
- * refuse consent;
- * limit specific types of use;
- * withdraw consent at a later time.

6. WITHDRAWAL OF CONSENT

Consent may be withdrawn at any time by:

- * contacting customer support;
- * submitting a written request;

* contacting the Company using the contact information below.

Withdrawal of consent applies to future use of materials.

However, withdrawal does not require mandatory removal of:

- * previously published materials;
- * archived materials;
- * previously created advertising campaigns;
- * printed materials;
- * materials already shared with third parties before withdrawal, unless otherwise required by applicable law.

The Company will take reasonable steps to discontinue future use of materials after receiving a valid request.

7. PROTECTION AND LIMITATIONS

The Company agrees to use materials in good faith and not to use materials:

- * for unlawful purposes;
- * in a defamatory or degrading context;
- * in knowingly false or misleading ways.

The Company may:

- * edit materials;
- * shorten materials;
- * adapt materials for publication formats;
- * combine materials with other content.

8. MINORS

For minors, consent must be provided by:

- * a parent;
- * a legal guardian;
- * another authorized representative.

The Company may request proof of authority from the legal representative.

9. CONTACT INFORMATION

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