Ken Murphy
Group Chief Executive Officer

## Keeping Student Images Safe - a Note from Lifetouch CEO

As the CEO of Lifetouch - and more importantly, a father of five school-aged children, I wanted to take this opportunity to respond to entirely false information about Lifetouch that has been circulating online.

First and foremost, Lifetouch is a proud and trusted partner to thousands of educational institutions, and we take the privacy of all the students we photograph extremely seriously. When Lifetouch photographers take your student's picture, that image is safeguarded for families and schools, **only,** with no exceptions. Lifetouch does not – and has never – provided images to any third party, nor are student images shared.

Lifetouch follows all applicable federal, state, and local data privacy laws, including the Family Educational Rights and Privacy Act, known as FERPA. In fact, Lifetouch was the first school photography company to sign a voluntary and enforceable privacy pledge – reaffirming our deep commitment to protecting school communities.

Our steadfast commitment to the safety and security of your students has earned us the privilege of being an exclusive partner of the National Center for Missing and Exploited Children, as well as the trust and backing of all major educational associations, including AASA, NAESP, NASSP, and National PTA.

These are just a few of the things I'm most proud of at Lifetouch. And, while I hate to lend any credibility to these baseless rumors by repeating them, I do feel it is necessary to very clearly state the following:

- **Lifetouch is not named in the Epstein files. The documents contain no allegations that Lifetouch itself was involved in, or that student photos were used in, any illicit activities.**
- **No one currently or formerly employed by Apollo has ever had access to any student images or information.**

If you need any additional details to debunk the current swirl of rumors, please see my public statement on www.lifetouch.com.

For 90 years, we have been a proud partner to schools across the country, and we look forward to continuing that tradition of trust, safety, and service.

Thank you for being part of the Lifetouch family.

Ken Murphy
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