

Biometric Information Policy

Effective Date: August 18, 2026

Jolesch Enterprises offers participants the option to submit a selfie so we can automatically find their photos for them, instead of scrolling through a full event gallery. Because a selfie can be used to generate biometric data — a digital measurement of face geometry — several states, including Illinois and Texas, regulate how we're allowed to collect, use, and store them. This page explains exactly how we manage the images.

1.This Feature Is Optional

Submitting a selfie is never required to register for or participate in a Jolesch Enterprises photo event, and it is never required to locate or order your photos. If you do not wish to provide it, you can bypass that step and locate your photos by browsing the event gallery instead.

2.What We Collect

If you choose to submit a selfie, we use it to generate a **facial geometry template** — a set of measurements describing your face that lets our system recognize the same face across different photos. We do not collect fingerprints, voiceprints, retina or iris scans, or any other type of biometric data.

3.Why We Collect It

We use your facial geometry template for exactly one purpose: **identifying your photos from the event where you submitted your selfie**. We do not use it to identify you anywhere else, build a profile of you, or for any purpose beyond helping you locate and order your photos.

4.Your Consent

Before your selfie is captured, we show you a plain-language explanation of what we're about to do, and we ask you to take a distinct, deliberate action — checking a box that specifically references this Policy, and signing your name — to agree. Continuing through registration, or simply taking a photo, is not treated as consent by itself. If you don't check that box and sign, no selfie is captured or stored.

If you are under 18, a parent or guardian must complete this step on your behalf, the same way they complete the rest of your registration.

5. How Long We Keep It

We delete your selfie image and your facial geometry template — permanently and irreversibly, from every system we use, including our facial-recognition provider's own systems — at whichever of these happens first:

- **30 days** after the date of the event where you submitted your selfie, or
- You ask us to delete it sooner (see Section 9), or
- We're required to delete it sooner by law.

Deleting your biometric data does not affect photos you've already purchased or your order history, which we keep separately for standard business and tax purposes.

6. What We Never Do With It

We do not sell, rent, lease, or trade your biometric data. We do not use it for advertising, marketing profiles, or any type of automated decision-making about you. We do not use it for anything other than the one purpose described in Section 3.

7. Who Else Can See It

We use a third-party cloud infrastructure provider (Amazon Web Services) to store and process facial geometry templates on our behalf, under a contract that limits their use of it to operating this feature for us. We otherwise disclose biometric data only if required by law, court order, or subpoena, or to protect someone's safety.

8. How We Protect It

Selfie images and facial geometry data are stored in access-controlled cloud storage, encrypted in transit, and reachable only through short-lived, single-purpose links generated by our systems — never a public or guessable URL. Access is limited to the systems and staff who need it to run this feature.

9. Your Rights

You may inquire with us as to whether we are retaining biometric data about you, and you may request that we delete it at any time, for any reason, before the retention period above would otherwise apply. To request this you may email us at **customerservice@joleschenterprises.com**.

We may ask you to verify your identity before completing a request.

10. Participants Under age of 18

Some Jolesch Enterprises events (for example, school marching band and drum corps events) include participants under the age of 18. For those events, a parent or guardian consents on the participant's behalf before any selfie is collected, and can request deletion of their child's biometric data at any time using the same methods in Section 9.

11. Updates to This Policy

If we change how we collect, use, or retain biometric data, we will update this policy with a new effective date before the change takes effect.

12. Contact Us

Jolesch Enterprises 1731 Cedarwood Circle
Clive, IA 50325
customerservice@joleschenterprises.com