

**Lifetouch<sup>®</sup>**

UNDERCLASS PHOTOGRAPHY  
(US & CANADA)

**COVID-19  
SAFETY &  
CLEANING  
PROTOCOL**

FOR INTERNAL USE ONLY

Version 4.0

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## A Letter From Greg,

I am so excited to welcome you back to work, and I am grateful for your leadership as we return to photography. While our schools have been closed, our team has been intensely focused on ensuring we have an amazing Fall season. Everyone on this team is 100% committed to not only bringing our business back, but on rallying together to bring it **Back Stronger** than it ever was before.

We will be **Back Stronger** for our host retail, school, preschool, and church partners who are also enduring challenging situations as they think about reopening their businesses. We will be **Back Stronger** for our consumers who will always have memories they want to capture - and who are realizing the importance of family and photography, in some ways now more than ever. We will be **Back Stronger** for each other and for all of our colleagues and friends who are eager to provide our customers with a convenient and valuable photography experience.

You play a critical role in achieving our **Back Stronger** goal. As you are among the first to return to work, we value your honest opinion and evaluation of our new processes and protocols. Like all of the decisions we've had to make recently, these processes and protocols have been developed following our COVID-19 Guiding Principles:

- Prioritize health and safety, while maintaining strong leadership and consistent standards across our workforce
- Follow CDC, Public Health Agency of Canada, and local public health recommendations, as appropriate in context
- Do our part to maintain a calm, focused workforce while also slowing community spread of the virus
- Balance immediate needs with the long-term health of our people and our business
- Respect the privacy of our employees and partners

Please take time to familiarize yourself with all the materials that have been provided to you. It's critical that we work together to maintain your health and safety, and that of our customers. We intend to be **Back Stronger** for as long as possible, and that requires diligence in optimizing and following each of these protocols. If at any time, you feel unsafe or overly burdened by these protocols, please provide that feedback so we can work together to make this experience the best it can possibly be.

In addition, coming **Back Stronger** requires that we care of ourselves. Please ensure you take time to care for your own physical and emotional health. What we do to capture life's memories matters in this world, and I look forward to working with each of you to provide this critical service as we return to our "new normal" and for many years to come.

With gratitude,



Greg Hintz  
President | Lifetouch Inc.

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All confirmed COVID-19 cases of an employee or confirmed/suspected cases with a customer, contact your APOM/Area Manager.

For questions surrounding COVID-19 Safety and Cleaning Protocols, submit via survey: <http://tinyurl.com/COVID-19-Feedback>

# INTRODUCTION

## **SOCIAL DISTANCING & NO-CONTACT POSING:**

In our continued efforts to safeguard our employees and customers, new guidelines including mandatory mask usage, 'No-Contact' posing and social distancing will be implemented in all schools. Going forward, all employees must wear masks at all times. For schools where it's simply "recommended", we need to also indicate that if Picture Day helpers, staff or volunteers are working in close proximity to photographers, however, they should be required to wear a face covering. Photographers will not make physical contact and must maintain a 6ft distance from subjects and other employees.

## **ENHANCED DAILY CLEANING CHECKLIST:**

Making sure our school and camera stations are sanitized and safe for our subjects and employees is number one. A new enhanced daily cleaning checklist will show you what exactly should be cleaned throughout the day. Learn what that entails on page 4.

## **PROP UPDATE:**

To keep our customers safe, props will not be used for Fall Picture Day 2020. Do not use any Lifetouch or Photographer purchased fans during this time.

## **SOCIAL DISTANCING, NO-CONTACT POSING AND MASK REQUIREMENTS:**

In our continued efforts to safeguard our employees and customers, we will continue to follow 'No-Contact' posing and social distancing will be implemented. Going forward, all employees must wear masks at all times. Photographers will not make physical contact and will keep a 6ft distance from subjects, customers and employ-ees.

Picture Day Helpers, staff, and volunteers working in close proximity to photographers are also required to wear masks.

Masks are required to be worn by attendees when on-site for Picture Day up until moment of photography.



# DAILY CLEANING CHECKLIST

For the safety of you and our customers, be cautious while using high touch areas inside our host buildings, doors, public restrooms and any other commonly touched items. Use hand sanitizer or wash your hands thoroughly before and after encountering high touch areas, as well as using social distancing while in our host buildings.

## BEGINNING OF DAY

- Put on mask
- Sanitize the following items:
- Host provided surfaces *using sanitizing spray (tables, chairs, risers, etc.)*
- Style station *using 1-2 sanitizing wipes (mirrors, stand, etc.)*
- Check-in station tablets *using pre-moistened alcohol wipes on electronics*
- Equipment *using pre-moistened alcohol wipes on electronics (computer, camera, camera shutter release, composer, toughbook, monopod, lightstands, tablet)*
- Signage and/or holders *using 1 sanitizing wipe*

## DURING PHOTOGRAPHY:

Sanitize the following items *(number of sanitizing supplies used varies by contact with subjects):*

- Equipment used or touched by subjects *using a sanitizing wipe*
- Toughbook, composer and camera shutter release *using sanitizing wipe (only during photographer change)*
- Use hand sanitizer between classes
- Seat box *using sanitizing spray (if subject touches with hands)*

## END OF DAY:

Sanitize the following items:

- Equipment *using pre-moistened alcohol wipes on electronics (computer, camera, camera shutter release, composer, toughbook, monopod, lightstands, tablet)*
- Set-up floor mat, posing feet/step, seat box *using sanitizing spray*
- Style station *using 1-2 sanitizing wipes (mirrors, stand, etc.)*
- Signage and/or holders *using 1 sanitizing wipe*

*NOTE: Place all items directly in kit after sanitizing*

# PPE ITEMS

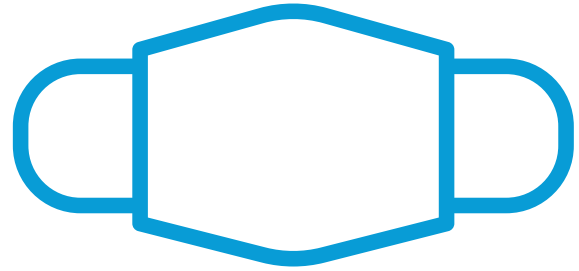
The following items will be provided for your safety. When running low, please contact Distribution Customer Service at [LT-DCS@shutterfly.com](mailto:LT-DCS@shutterfly.com) for replenishment.



## DISPOSABLE MASKS

**HOW TO USE:** Must be worn at all times (either cloth or disposable). When using a mask, make sure:

- The mouth and nose are fully covered
- The covering fits snugly against the sides of the face so there are no gaps
- You do not have any difficulty breathing while wearing the cloth face covering
- The cloth face covering can be tied or otherwise secured to prevent slipping
- You never share your mask with anyone



## CLOTH MASKS

**HOW TO USE:** Must be worn at all times (either cloth or disposable). When using a mask, make sure:

- The mouth and nose are fully covered
- The covering fits snugly against the sides of the face so there are no gaps
- You do not have any difficulty breathing while wearing the cloth face covering
- The cloth face covering can be tied or otherwise secured to prevent slipping
- You never share your mask with anyone

Cloth face coverings should be washed regularly using water and a mild detergent, dried completely in a hot dryer and stored in a clean container or bag.

# CLEANING PRODUCTS

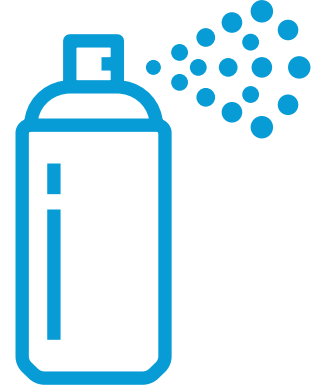
The following items will be provided for your safety. Use these items as needed, per Daily Checklist on page 4. When running low, please contact Distribution Customer Service at LT-DCS@shutterfly.com for replenishment.



## SANITIZING WIPES

**HOW TO USE:** Wipe surface. Use enough wipes for treated surface to remain visibly wet for 10 seconds. Let surface dry.

**NOTE:** For use on hard surfaces



## SANITIZING SPRAY 2oz & 32oz

**HOW TO USE:** Hold can upright 6 inches from surface. Spray 3-4 seconds until covered with mist. Surfaces must remain wet for 10 seconds. Let surface dry.

**NOTE:** Do not use on electronics



## HAND SANITIZER 4oz & 8oz & GIVEAWAY SIZE

**HOW TO USE:** Place enough product in your palm to thoroughly cover your hands. Rub hands together briskly until dry.



## PREMOISTENED ALCOHOL WIPES

**HOW TO USE:** Wipe surface. Use enough wipes for treated surface to remain visibly wet for 10 seconds. Let surface dry. Use this on the view finder and high-touch items on camera (shutter, on/off button, etc).

**NOTE:** Use on electronics and the view finder and high-touch items on camera (shutter, on/off button, etc). Never use on the lens

# CDC RECOMMENDATIONS

Our Preparedness Plan follows Centers for Disease Control and Prevention (CDC) and U.S. Department of Health (HHS) guidelines, federal OSHA standards related to COVID-19, and the Public Health Agency of Canada (PHAC) and addresses:

- Hygiene and respiratory etiquette
- Engineering and administrative controls for social distancing
- Housekeeping - cleaning, disinfecting and decontamination
- Prompt identification and isolation of sick persons
- Communications and training that will be provided to all employees

## **HANDWASHING:**

Basic infection prevention measures are being implemented at our workplaces at all times. Workers are instructed to wash their hands for at least 20 seconds with soap and water frequently throughout the day, but especially at the beginning and end of their shift, prior to any mealtimes and after using the toilet. All visitors to the facility, studio or host location will be required to wash their hands prior to or immediately upon entering the facility. Hand-sanitizer dispensers are located throughout the facilities, studios and issued to our field photographers. Sanitizers (of greater than 60% alcohol) and can be used for hand hygiene in place of soap and water, as long as hands are not visibly soiled.

Each day, employees are reminded to wash their hands frequently including the following:

- Upon entering the host location
- End of shift
- Prior to and after breaks and mealtimes
- After using the restroom

## **RESPIRATORY ETIQUETTE:**

Workers and visitors are being instructed to cover their mouth and nose with their sleeve or a tissue when coughing or sneezing and to avoid touching their face, their mouth, nose and eyes, with their hands. They should dispose of tissues in the trash and wash or sanitize their hands immediately afterward. Respiratory etiquette will be demonstrated on posters and supported by making tissues and trash receptacles available to all workers and visitors.

## **SOCIAL DISTANCING AT HOST FACILITIES:**

We will remain at the recommended social distance (6ft) from other individuals. In addition, employees are instructed to follow all guidance from each host that is stricter than Shutterfly LLC guidelines or that is designed to keep them safe in the hosts' specific environment.



# SCHEDULING CLASS PICTURE TIME SLOTS

Your Account Service partners will use the teacher sign up form for classes to determine the timeslot that works best for them. You will be provided the final version of this schedule on picture day. Below are examples of how your daily schedule should look. Due to COVID-19, only one class can now be in the photography area at a time.

Based off of ½ class capacity :

| # of Cameras  | Time       | Number of classes |
|---|------------|-------------------|
| 1   | 15 minutes | 1                 |
| 2   | 8 minutes  | 1                 |
| 3   | 5 minutes  | 1                 |
| 4+  | 5 minutes  | 1                 |
| Pre-K, Kindergarten and classes with special needs will always require 2 time slots |            |                   |

Photographing Sports and Groups: 6 ft. Social Distancing and photographers must wear a mask while photographing. All areas/States have different rules, follow local and account guidelines.

Team Photos: The size of teams will be determined by the school or district. It will be their comfort level and rules of how many people can congregate. We will adhere to our standards of wearing a mask and social distancing otherwise we can keep distance and take photos of any group size within reason of safety concerns. Quarantine your personal photography area to avoid a rush to the camera: setup an extra table for flyers and pens, have enough pens, that they can be given away if you aren't sanitizing after use.

# PICTURE DAY PROCESS

## SETTING UP:

If there are multiple cameras at picture day, always run in networked mode for increased accuracy. If it is not possible to be in networked mode when there are multiple cameras on picture day, make sure you are following Stand Alone rules in the Photography Training and communicating with other photographers about any changes.

## PICTURE DAY PROCESS:

The steps below outline a typical picture day for this fall. If the school or state requires additional requirements, refer to the additional steps.

- STEP 1:** Account Service partners will request class lists for each teacher to be provided at the beginning of the day. Ask school personal for class lists if not provided at the beginning of the day.
- STEP 2:** Have Timeslot classes called down by a volunteer for their pictures by their time slot. Notify the on deck class that they will be ready for photography 10 minutes ahead of schedule.
- STEP 3:** Have students line up by alphabetical first name for elementary schools. Set your search parameters up by classroom and first name in Picture Day Suite to find students faster.
- STEP 4:** Photographers can grab orders from subjects at a safe distance. Be sure you are sanitizing your hands regularly and avoiding contact with your face. Review what subject ordered and type that order into Picture Day Suite. After photographing the subject, slide the order into the tamper-evident bag and repeat this process every time you receive an order. Sanitize your hands when coming in to contact with the order form.
- STEP 5:** Students may use equipment cart with a hook for hanging masks (photographers can use the banner bar to hang off of the cart). Students may also tuck their mask in their back pocket or hold in their hand (BRT H&S only). Students may also leave their mask in their classroom before coming down to be photographed (if the account is comfortable with students not having masks in the photography area). If they have a grooming station/cal card stand, use that to hang masks off of while the subject is being photographed.
- STEP 6:** After photography, have teacher review tablet with their classroom listed to ensuring all students have been photographed. Have them gather any missing or changed data.
- Instructions for having teachers use the tablet:** Have a tablet nearby during photography that the teacher can hold and look at for data validation, this is especially important for verifying data that will go on composites. Sort by class room and have the teacher verify the follow items: Any absent students are marked absent, any students that have moved classes are in the appropriate class, any students who no longer attend the school are moved to the classroom marked "none". Make sure to sanitize before and after use.
- STEP 7:** Sanitize equipment, props and your hands thoroughly between classes, following the daily cleaning checklist.

# PICTURE DAY PROCESS

## REGISTRATION DAYS:

On registration days, we rely on our parent/student volunteers, more tasks may need to fall on Lifetouch Staff. If you have parent/student volunteers, please provide them with PPE if they do not have their own.

**STEP 1:** Registration days will need to be lengthened for accommodating all the subjects to be photographed.

**STEP 2:** Follow the set-up schematics for cameras to be set up to allow proper spacing for obtaining social distancing during photography.

**STEP 3:** If the job is multiple days please work with the school staff to see if it is possible to leave equipment set up overnight.

**IF JOB IS IDEPOT:** If doing iDepot, you will need to set up extra tables to have the appropriate amount of social distance. A check in table if you are doing manual validations is recommended as well as a pickup table that has a 6ft distance from the table so students can wait to grab their ID's. When they are coming to grab their ID's please remembered to step back so you are 6ft away from the subject. If you already have an extra-long IDEpot cord (AS-1484) in your office please use those, otherwise, the using normal idepot cords will provide you with enough length to socially distance.

## CONTINUED DISTANCE LEARNING:

**STEP 1:** This is will impact groups and composites so make sure your account service partners are communicating with the school an alternative plan.

**STEP 2:** If you scheduled a Pickup day at the school district for students to come in and have their photograph taken, make sure you are following the school guidelines.

**STEP 2:** If you have scheduled a picture day in an area office, like how homeschool photographs are captured, please make sure you are following Lifetouch Studio Guidelines.

## WORKING WITH VOLUNTEERS ON PICTURE DAY:

Demonstrate to volunteers how to sanitize tablet or any other camera gear they will come in to contact with.

## GROOMING SCENARIOS:

- Photographers/volunteers are not approved to assist in any grooming
- Lay out combs on table
- Place garbage can near waiting line for students to discard

# PICTURE DAY PROCESS

When photographing at schools in various areas, there are a variety of options for making sure our employees safety is our top priority. Below are some of the scenarios that will require differing set up requirements on picture day. *Your area Account Service team will notify you before picture day on what social distance method should be used.*

## LEVELS OF SCHOOLS PHOTOGRAPHED THIS SEASON

**LEVEL 1:** Masks are required while in school, except when the subject is being photographed. Follow COVID Playbook requirements for impacts to picture day. Subjects will wear their mask while handing the photographer the order form and until the photo is ready to be taken.

**LEVEL 2:** Masks are not required while in the school but Lifetouch is providing masks for subjects.

- Lay out masks near entrance to photography area
- Ensure the surface masks are thoroughly sanitized and place masks with space between masks.
- Have subjects wear masks while waiting in line to be photographed
- Mask remains on while collecting order
- Have subject place mask on near smile station or in pocket while being photographed
- Hang up masks require signs in an area where subjects will pass while entering a photography area

**LEVEL 3:** Masks are not required while in the school and Lifetouch is **not** providing masks. Follow the photographer safety zone approach, this is an isolated zone for photographers where subjects can not get closer than 12 feet if they are not wearing a mask.

- Work with the host to set up in an area that is easy to have the subject line up a distance away from the photography area (camera in a classroom, open hallway for subjects to line up, etc.)
- When possible, Set up camera equipment with the photographer's back to a wall, this will provide a buffer to stand in.
- Do not use a check in station, plan on limiting the number of times we come in contact with a subject.
- Hang up the red "Photographer Zone Stop" sign near photography area
- Hang up the "Mask Recommended" sign this will encourage subjects who have masks to wear them.
- Use tools to ensure social distancing: stanchions, cones, extra light stands, rope, caution tape, masking tape. Use all these to clearly outline where the 12 foot photographer safety zone.
- Order Collection for schools without mask requirements:
  1. Have the teacher collect an entire class of orders and hand them to the photographer at once.
  2. Have subjects place orders in a bucket or on a table, photographers can grab orders at time of photography or later. Photographers can enter as a late order if needed. *Reminder: this might be more time consuming depending on the schedule for the day.*
- If school personnel or volunteers must enter the photography area, provide them with a mask to wear.

# SCHEDULE TYPES

## **AM/PM SPLIT:**

Depending on how they would like their final products to appear is how the data will be provided in Picture Day Suite. Example: If the school wants AM and PM classes to be on 1 composite together, the data will have AM and PM students listed together in the same classroom.

## **EVERY OTHER DAY:**

For Photography Management: If possible, have the same photographers scheduled for multiple day jobs Depending on how they would like their final products to appear is how the data will be provided in Picture Day Suite. Example: If the school wants M/W/F and T/TH classes to be on 1 composite together, the data will have M/W/F and T/TH students listed together in the same classroom. Ask personal if it is possible to keep equipment up overnight. Reminder to bring toughbook and camera with you and to have staff lock up area where equipment is set up.

## **EVERY OTHER WEEK:**

For Photography Management: If possible, have the same photographers scheduled for multiple day jobs Depending on how they would like their final products to appear is how the data will be provided in Picture Day Suite. Example: If the school wants week 1 and week 2 classes to be on 1 composite together, the data will have week 1 and week 2 students listed together in the same classroom on the same EVT, if they do not want the subjects on the same composite it is possible you will have 2 EVT#'s, so make sure to discuss with account service partners.

## **SECONDARY SCHOOLS (I.E. 7th-12th):**

It is important for secondary since there will be more students in an area to have a large distance between the cameras for traffic flow. Please note the schematic situations to find the one that would fit best.

If they are scheduled to be photographed by grade, they will need to be called down by alpha by grade to break up the schedule (Example: 9th graders with the last name starting with A).

If doing iDepot, you will need to set up extra tables to have the appropriate amount of social distance. A check in table if you are doing manual validations is recommended as well as a pickup table that has a 6-foot distance from the table so students can wait to grab their ID's. When they are coming to grab their ID's please remembered to set back so you are 6 feet away from the subject.

# ACCOUNT SERVICES FINAL VERIFICATION PROCESS

## OVERVIEW

Due to the evolving safety protocols being implemented to reduce COVID-19 exposure and protect our photographers, students, staff, and volunteers, it is crucial to follow these additional steps for every event, as outlined in this QRG.

## 1) CONFIRMATION EMAIL (OR CALL)

New information will need to be gathered during the Confirmation process regarding the school's Covid 19 protocols and their requirement around masks. The following paragraph has been added at the end of the Confirmation email template posted on iHUB:

To ensure the safety of your staff, volunteers and students, as well as our photographers, we are requesting that each person that comes into close proximity of our photographers wear masks - except when they are being actively photographed. If this is a concern for your school, please contact me immediately to discuss photography options.

**Based on the schools response, please add one of the following levels to the notes in pds:**

**Level 1** - school requires masks

**Level 2** - school does not require masks and the photographer will need to bring masks to the event

**Level 3** - school does not require masks and we will be creating a 12 foot safety zone

## 1) VERIFICATION EMAIL (OR CALL) - FINAL VERIFICATION COVID-19 QUESTIONS

In addition to the standard verification process outlined in the checklist, the Account Specialist is required to ask the school the additional scripted questions outlined below during the Final Verification Email/Call. Please Note: these questions have been added to the Final Verification Email template posted on I-Hub.

a) Has your location implemented additional COVID-19 preventative procedures in addition to the local, state (or province) or federal requirements? We want to make sure that we're able to follow your guidelines.

b) Is there anything else you feel like we should know in order to successfully execute picture day safely for our photographers and your customers?

- o Based on response from the school, Photo teams should abide by the most strict standards (which might be our own policies or might be school/government-driven). Account Service teams need to communicate expectations with photography teams prior to Picture Day.

- o Any requests that fall outside our normal business practices need to be discussed with area management for review and approval. (E.g., if the school asks us to conduct temperature checks of their kids we can't accommodate, if school requires that our photographers wear shields in addition to our masks we can accommodate).

If the school has specific procedures, capture these additional procedures in a Google document and upload to PDS and/or inquire whether a document outlining those procedures has been created by the school and can be emailed directly to you for upload. Print out this document (on colored paper) and add it to the event bag for that school.

c) Have there been any reports of exposure in your school within the last 14 days?

- o If yes, area/local office should email [safety@shutterfly.com](mailto:safety@shutterfly.com) for an assessment of the situation and to determine next steps required (e.g., does Picture Day need to be rescheduled?).

# ACCOUNT SERVICES FINAL VERIFICATION PROCESS

## 2) PICTURE DAY SCHEDULING - NOTES REQUIRED

After the additional COVID-19 information has been gathered, enter the information into PDS for that Event.

- a) Enter the details into the Picture Day's Notes tab in PDS and/or upload any document received from the school.
- b) Be sure that every account has one of the Levels noted in PDS for the photographers:
  - Level 1** - school requires masks
  - Level 2** - school does not require masks and they photographer will need to bring masks to the event
  - Level 3** - school does not require masks and we will be creating a 12 foot safety zone
- c) Send Picture Day details to all assigned team members through PDS.

## 3) PHOTOGRAPHER RECAP

- a) Photographer(s) communicates a brief recap back to the Account Specialist with any challenges faced in executing the safety procedures.
- b) Account Service Specialist captures this information (as needed) to be followed up on the next verification call for the subsequent event (i.e. Retake event).

**Note: Level 3 space requirements and visuals for the set up are located on pages 15, 16 and 17.**

# EQUIPMENT SET UP

## SPACE REQUIREMENT OVERVIEW:

- 1 Camera: 26 x 50ft space requirement
- 2 Cameras: 46 x 50ft space requirement
- 3 Cameras: 66 x 50ft space requirement
- 4+ Cameras: Add 20ft on to the width of previous camera

## SPACE REQUIREMENTS FOR LEVEL 3 PICTURE DAYS:

- 1 Camera: 32 x 56ft space requirement
- 2 Cameras: 54 x 56ft space requirement
- 3 Cameras: 72 x 56ft space requirement
- 4+ Cameras: Add 26ft on to the width of previous camera

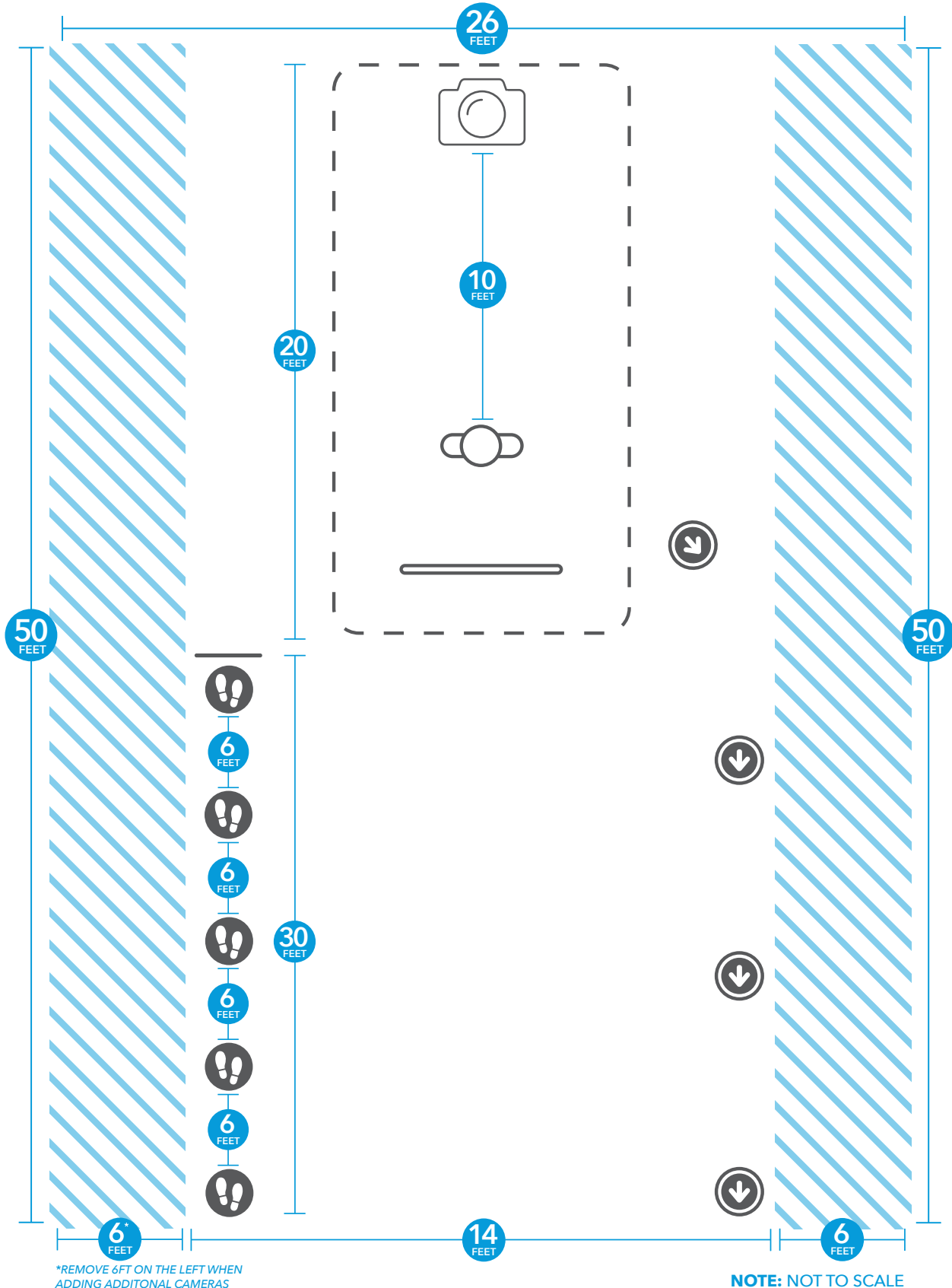
## NETWORKING REMINDERS:

- A job with 2 or more cameras should be networked when available. This helps with data accuracy and prevents data and image mismatch
- Job bag owner will be the initiator of the job - joiners should not turn on Toughbook's until the initiator is completely up and running
- Set up your router in the middle of the room for best connection
- If you must go in stand-alone mode on a multiple camera job, ensure you are communicating with other photographers on any data changes
- If in stand-alone mode, keep classrooms together at one camera - do not spread classes out on multiple cameras



# EQUIPMENT SET UP

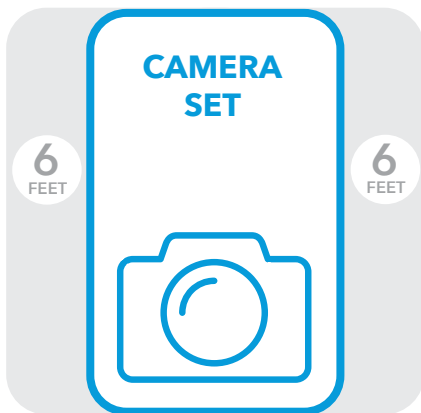
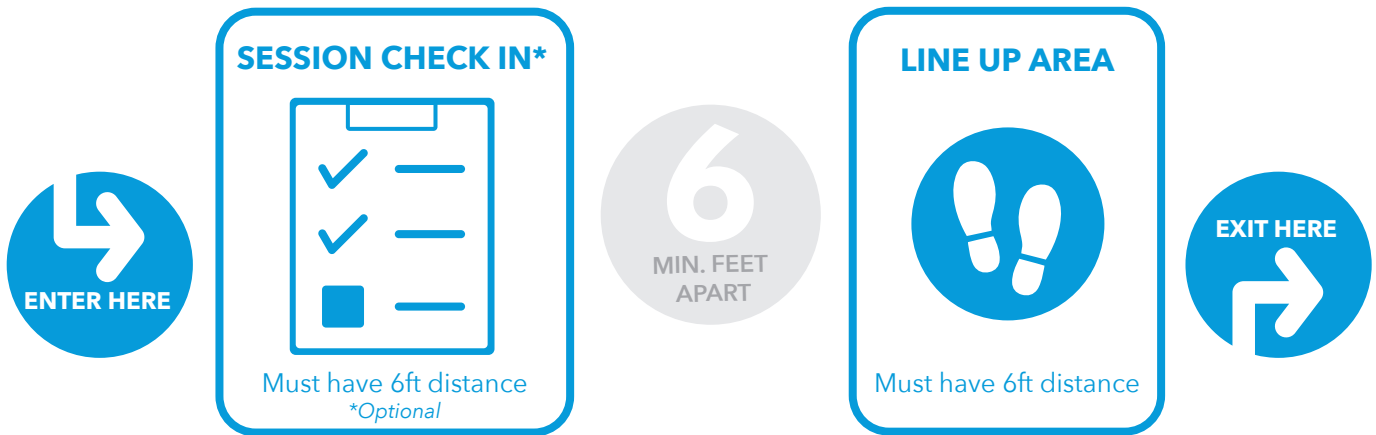
## CAMERA SET UP:



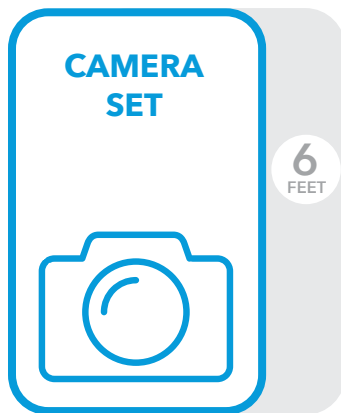


# EQUIPMENT SET UP

## CHECK IN STATION SET UP:



1 CAMERA NEEDS 26FT



EACH ADDITIONAL  
CAMERA NEEDS 20FT



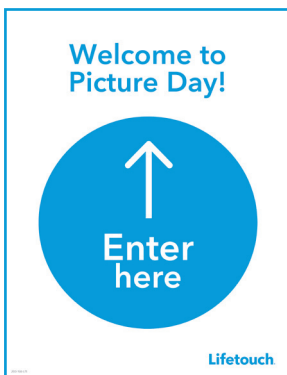
EACH ADDITIONAL  
CAMERA NEEDS 20FT

## WHAT'S AVAILABLE?

Signage COVID-19 safety practices are on i-Hub for Underclass. These signs are to be used on picture day to direct traffic, encourage subjects to wear masks when they are not being photographed, and share what safety precautions Lifetouch is taking for our customers. Areas will receive a shipment of signs based on camera allocation. The signs are reusable and can be wiped down for proper sanitation. If you have picture days before you receive the shipment, please click here to print out the digital versions, they will also be available in Print-Shop for reordering throughout the season.

## TIPS:

Use the masking tape to make enter and exit arrows on the gym floor is recommended to help direct traffic flow. Also, if the host is requiring students to socially distance in line, mark X's 6 feet apart for forming a line as well as where the line should begin.



Post in an area where the subject will exit.

REMINDER: *subject will exit one side of the camera, and enter the other. Please use provided masking tape to mark directional arrows on the ground for entering and exiting the photography area.*



Post in an area where the subject will exit.

REMINDER: *subject will exit one side of the camera, and enter the other. Please use provided masking tape to mark directional arrows on the ground for entering and exiting the photography area.*



Masks Required sign should be posted when it is **REQUIRED** by the school or state to have customers be wearing a mask.



Strongly Encouraged signs should be posted when it is **NOT REQUIRED** by the school or state laws to have customers wearing a mask.



Post in an area where students and staff will pass when entering picture area



Post this in a common area table, near combs, or if host staff has questions around the precautions Lifetouch is taking, please reference this



Post this next to the check in station for additional details on the Picture Day Experience.

# POSING GUIDELINES

## STANDING (NO PROP)



- Demonstrate pose from 6ft distance

## HEAD & SHOULDERS SEATED



- Seat must be sanitized if seat is touched by subject hands
- Demonstrate pose from 6ft distance
- On smaller subject's, framing may be loose due to 6ft distance

## SUBJECTS WITH SPECIAL NEEDS



- Move all props out of posing area for a clear traffic flow for wheelchairs prior to subject moving into photography area
- Demonstrate angle of wheelchair
- For subjects that require assistance, allow staff/teachers to handle all movement

# SCENARIO SCRIPTING

## REMINDERS FOR HANDLING COVID-19 CONCERNS:

These uncertain times mean we will encounter uncertain scenarios on Picture Day. The following reminders and script samples are meant to empower you to maintain health & safety standards for you, your team, and customers while addressing concerns regarding COVID-19

| DO'S  | DONT'S  |
|---|---|
| <ul style="list-style-type: none"><li>• Assume good intent</li><li>• Empathize</li><li>• Remain calm</li><li>• Keep a pleasant tone</li></ul> | <ul style="list-style-type: none"><li>• Use "you" and/or "I" in an accusatory manner</li><li>• Take it personally</li><li>• Be afraid to contact your manager</li></ul> |

## REMINDERS FOR HANDLING COVID-19 CONCERNS:

These uncertain times mean we will encounter uncertain scenarios on Picture Day. The following reminders and script samples are meant to empower you to maintain health & safety standards for you, your team, and customers while addressing concerns regarding COVID-19:

Be sure to communicate with your team prior to the start of Picture Day so you know the comfort level of your team members and their boundaries within various scenarios. We encourage teams to practice role playing these various scenarios to gain confidence in handling these interactions.

## CONCERNS FOR LIFETOUCH PRACTICES:

**TALKING POINTS:** Hearing and validating the concern

**SOUNDS LIKE:** "Thank you for sharing your concern and expressing your desire to ensure the safest environment possible for your school. Here at Lifetouch, we also have the same concern and have strived to implement practices that align with CDC guidelines to keep our teams, guests, and customers safe."

"I want to share with you what we're doing in our on Picture Day to ensure the safety of you, your family and our team. We're working towards a safety-first culture by practicing CDC guidelines. This includes social distancing, employees wearing masks always and enhanced sanitization and cleaning checklist. While you're in the On Picture Day, we will maintain a 6ft distance."

## NUMBER OF ATTENDEES - HOST:

**TALKING POINTS:** Managing number of people in attendance: Reducing number of guests in attendance

**SOUNDS LIKE:** "We have taken a number of steps to ensure that we are able to safely maintain a 6 ft social distancing expectation in our space while servicing as many customers as possible. We are best able to meet the safety expectations by focusing on the agreed schedule for classes and are requesting that only one guest be in the photography area at a time. Your assistance in communicating this message is greatly appreciated."

## NUMBER OF ATTENDEES - PICTURE DAY STUDENT & PARENT:

**TALKING POINTS:** Managing number of people in attendance: Reducing number of guests in attendance

# SCENARIO SCRIPTING CONT.

**SOUNDS LIKE:** "We have taken a number of steps to ensure that we are able to safely maintain a 6 ft social distancing expectation in our space while servicing as many customers as possible. We are best able to meet the safety expectations by focusing on the agreed schedule for classes and are requesting that only one guest be in the photography area at a time. Your assistance in communicating this message is greatly appreciated."

**... if someone is within the 6 ft social distance bubble while photographing:**

**SOUNDS LIKE:** "I appreciate that you are excited and want to see the images as they happen. For your safety and mine, please respect the 6 ft social distance expectation"

"I appreciate that you are excited and want to see the images as they happen. For your safety and mine, please stay in the Safe Zone marked for observers."

**HAND SANITIZATION/GLOVES:**

**TALKING POINTS:** Recommended hand washing and hand sanitizing

**SOUNDS LIKE:** "We are following CDC recommendations on hand washing and hand sanitizing for our employees as well as supplying hand sanitizer in various high-touch areas such as payment collection and styling stations."

**SANITIZATION OF CLOTHING GARMENTS:**

**TALKING POINTS:** Low risk of virus transmission; steaming as additional precaution; dry cleaning between accounts

**SOUNDS LIKE:** "While the risk of virus transmission through clothing transfer is considered to be incredibly low, we are taking the added precaution of steaming our garments between customer use. In addition, we are professionally dry cleaning all garments between schools. The garments are provided as an additional service to our hosts. If any student is not comfortable wearing a provided garment, we will capture all other images in the subjects preferred clothing. Ultimately the school has the ability to determine which images will be in the yearbook."

**TEMPERATURE CHECKS - PICTURE DAY STAFF:**

**TALKING POINTS:** Lifetouch Employees will conduct temperature checks; abide by accounts temperature requirements; partner with host on traffic flow if subjects are required to meet temperature check

**SOUNDS LIKE:** "We are happy to partner with you in managing the traffic flow of subjects that have passed your temperature and health self-assessment requirements. At this time, we are not able to provide staff to implement or conduct these types of health checks for your school's participants in Picture Day, but we are happy to help set up in such a manner that your team is able to conduct these expectations."

**TEMPERATURE CHECKS - PICTURE DAY STUDENT & GUESTS:**

**TALKING POINTS:** Lifetouch Employees will conduct temperature checks; abide by accounts temperature requirements

**SOUNDS LIKE:** "Lifetouch employees are conducting self-temperature checks and self-health evaluations prior to leaving for a school each day, including this morning! We agreed with your school that the standard expectation is a temperature below <\_\_>, so I made sure I was below that threshold before photographing everyone today."

# SCENARIO SCRIPTING CONT.

## **MASKS:**

**TALKING POINTS:** Lifetouch employees are required to wear masks; signage available

**SOUNDS LIKE:** ""All Lifetouch employees are required to wear masks when working within the area of customers, hosts and hostesses, and fellow employees. There is available signage to be posted on Picture Day noting that masks are required by those in attendance of Picture Day, except for when they are being photographed."

### **... if a customer, parent, host, or helper is not wearing a mask:**

**SOUNDS LIKE:** "We are so happy to see you here today! For your safety and everyone else's here, we kindly request that you wear a mask while in attendance."

### **...if a customer, parent, host, or helper says it is illegal to make them wear a mask:**

**SOUNDS LIKE:** "I would love to be able to take your picture today, for my safety and yours I ask that you wear a mask when not being photographed and/or maintain a 6ft distance. I may remind you of these requests throughout your experience, how does that sound?"

### **...if a customer, parent, host, or helper says they will not wear a mask due to a medical condition:**

**SOUNDS LIKE:** "Thank you for sharing that with me! We can work with you to give you the best picture day experience possible. As long as we maintain a 6ft distance, we should be able to capture your smiles today!"

"Thank you for sharing that with me! As long as we maintain a 6ft distance, we should be able to work together flawlessly today!"

### **... if a customer, parent, host, or helper is not wearing a mask properly:**

**SOUNDS LIKE:** "It looks like your mask might have slipped down! Can I have you adjust it to cover both your mouth and nose?"

"I see that you have your mask with you today, can I ask that you wear it over your mouth and nose?"

### **... if any of the situations escalate:**

**SOUNDS LIKE:** "I respect your decision, let's work together to find the best solution to serve you."

"I'm so sorry customer name, it is company policy in accordance with CDC recommendations. I understand this is difficult, but your safety is most important. Let's work together to create the best images possible"

"\_\_\_\_ person on my team is more comfortable in these scenarios, and they're available this afternoon/retake day/in 10 minutes. May I direct you to them to capture your image?"

If you are at a school and you are notified that **there has been a COVID case within the past 14 days**, please reach out to your **Photography Manager immediately** and they will notify the safety team.



## FREQUENTLY ASKED QUESTIONS:

### What precautions is Lifetouch taking for health and safety?

Lifetouch is taking every available precaution for the health and safety for our customers and our employees. Thorough sanitization of photography equipment, paperless picture days and working with the schools to provide the safest scheduling of picture day to avoid large groups of individuals in an area.

### Why can't you comb hair/fix details?

Lifetouch is following the CDC's recommendations of social distancing and fixing hair and details will be in violation of those guidelines. We are working our best with the kids to help them fix their details on their own.

### Why do I need to line my kids up in alphabetical order?

With masks and increased distance, lining students up in alphabetical order will help improve data accuracy and make sure we have all the information correct for our customers.

### Why are there only "X" number of cameras here? We usually have more?

Because of scheduling needs and space requirements, we have "X" many cameras here today.

### Why is picture day taking longer?

Picture day is taking a little longer because we are following CDC guidelines for the health and safety of our customers. We are working our hardest to complete picture day in a safe and efficient manner.

### Where are the name on cards?

We have moved to paperless picture days! All the student's information is in the computer to help with a more efficient and safe picture day. Teachers will verify the data for accuracy.

### I want my students to give you a card with their name on it.

Lifetouch is following CDC regulations and practicing social distancing, so we cannot accept paper with the student's name on it.

### You don't need to wear the mask, why are you wearing one?

It is a part of our safety regulations for our employee's safety and our protocol to wear masks.