



Livonia Public Schools

Elementary Programs & District Services

Date: March 16, 2025

To: Andrea Oquist, Superintendent

From: Jennifer Keatts, Assistant Superintendent of Elementary Programs & Instructional Services

Subject: Photography Vendor Update

I would like to request to be added to the Division of Instruction agenda of the Committee of the Whole meeting of March 16, 2026. I would like to provide an update to the Board of Education regarding the District's photography vendor.

Background

Lifetouch, owned by Shutterfly, has recently been in the news as concerns have been raised about data privacy and a connection to disclosures from the Department of Justice. Most schools in Livonia Public Schools use Lifetouch for their yearly school pictures.

In 2019, Apollo Global Management, a private equity firm, acquired Shutterfly and its subsidiaries. Shutterfly acquired Lifetouch in 2018. Apollo Management Group also owns many other companies nationwide.

As a company, Lifetouch has been in business for 90 years and in that time there has never been a data breach. All those with photo access must have individualized multi-factor authentication, and after 18 months photos are deleted from the system. If ever schools request photos from other schools in the district, access is denied.

Lifetouch has extensive training for all staff members who are fully vetted. In addition, Lifetouch adheres to all applicable federal, state, and local privacy laws, including FERPA.

Recommendation

Lifetouch ensures the safety of all student images and security of student data. Student images and data have never been shared with any third party, including Apollo Global Management. Parents can request to have photos deleted at any time or opt out of school photos. All staff members must pass comprehensive background checks and

are fully vetted. Because of these reasons and the background above, it is recommended that contracts with Lifetouch resume.

Thank you,

Jennifer Keatts

Assistant Superintendent of Elementary Programs & Instructional Services

JK/ms