Permitly

BY OSTARA VENTURES

OFFICIAL USER MANUAL

Permitly User Manual

Everything your team needs to set up and run Permitly: tagging photos, keeping your consent registry, going live safely, the parent form, languages, revocations and every setting.

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Welcome

Permitly keeps photos and videos of children off your website unless a parent has said yes. Each photo knows which children are in it and what their parents agreed to. Anything without consent is hidden automatically.

What it does for you

- Keeps one simple record per child: initials, a registration ID, and a yes or no for each way you use photos (website, social media, email newsletters, print, video).
- Shows the status of every photo and video in your Media Library.
- On the pages you choose, swaps any photo that is not cleared for a neutral placeholder as the page loads.
- When a parent takes consent back, hides that child's photos right away and gives your staff a dated checklist for everywhere else the photo was used.
- Keeps a full history, so you can show exactly what a parent agreed to and when.

What it never does

- It never deletes, moves or edits your photos or pages. Pausing or turning it off puts your site back exactly as it was.
- It never uses facial recognition.
- It never sends families' information anywhere. Consent records stay in your own WordPress database.

Free and Pro. The free plugin is complete on its own. Pro adds the online parent consent form in 18 languages, a paper form, an evidence report for each child, a revocation checklist, one shared registry across several sites, event photos with their own QR codes and rosters, and tools for cleaning up large photo libraries.

Permitly helps you meet California AB 2007 and similar rules, but it is not legal advice. Ask your counsel about anything specific to your organization.

Free and Pro at a glance

Feature	Free	Pro
Consent registry with history	✓	✓

Feature	Free	Pro
Tagging photos and library videos, five statuses	✓	✓
Hiding uncleared photos, test pages or whole site	✓	✓
Preview, nightly check, circuit breaker, cache clearing	✓	✓
List of images on your pages that are not in your Media Library	✓	✓
Logging revocations from email, activity log	✓	✓
`[cg_quote]` for children's quotes and stories	✓	✓
Online parent consent form, 18 languages	✗	✓
Automatic translation when your English changes	✗	✓
Paper form with QR code	✗	✓
Evidence report per child	✗	✓
Revocation checklist for every channel	✗	✓
One shared registry across several sites	✗	✓
Roster import, registry and log exports	✗	✓
Bulk tagging, page by page review, stock auto-sort, staff batches	✗	✓
People check (AI) and Quick sort	✗	✓
Embedded YouTube and Vimeo review	✗	✓
Stand-in photos (Swap photo)	✗	✓
Event photos: QR codes, rosters, burst tagging, live roster	✗	✓
Optional reference photos from parents	✗	✓

Plans and limits

Every Pro plan includes every Pro feature. Plans differ by how many children are in your consent registry and how many WordPress sites you run.

Plan	Children in your registry	WordPress sites
Starter	Up to 50	1
Organization	Up to 300	Up to 3
Association	No limit	Up to 10

- **How children are counted.** Every child with a record in your registry counts, including children who have left your programs, because their photos and consent still need managing. Records created by the demo do not count. The Dashboard and the Registry show how many you have and your plan's limit.
- **When you reach your limit.** Nothing changes for 14 days, and every Permitly screen shows the date. After that, these Pro tools pause until you upgrade: bulk tagging, page by page review, Cleanup, stock auto-sort, staff batches, embedded video review, roster import, new Swap photo choices, automatic translation, the people check and Quick sort.
- **What never pauses.** Hiding photos, the parent consent form, the paper form, revocations and the revocation checklist, the shared registry across your sites, the evidence report and every export. Permitly never stops protecting children, and your records are always yours.
- **Upgrading.** Select Upgrade plan on the notice, or open Permitly → Account. Paused tools turn back on as soon as the new plan is active.

Who can do what

Permitly follows your WordPress roles.

Task	Editors	Administrators
Dashboard, Review images, Registry, Revocations, Activity	✓	✓
Child details, reference photos and "Who is in frame?"	✓	✓

Task	Editors	Administrators
Merge records, Looks right, Send held emails, roster import, Pages, Cleanup and the paper form (Pro)	✓	✓
Events and the live roster (Pro)	✓	✓
Settings, Form languages, Evidence report, exports	✗	✓
Remove all that can go, and Discard all held emails (Pro)	✗	✓
Undo a revocation, delete records for good, confirm a held change, remove the demo	✗	✓
See what would hide with `?cg_preview=1`, and Swap photo on a page (Pro)	Anyone who can upload media	✓

In this manual, **Registry staff** means Editors and administrators: only they see child details (names on records, registration IDs, parent names and emails, consent choices, rosters) and reference photos. Authors and contributors can't open Permitly. On a photo in the Media Library they see only how many children are tagged, and can't change who is tagged. Everything anyone changes is recorded in the Activity log with their name and the date.

Install and finish setup

Setup takes about ten minutes, and nothing on your live site changes until you choose to turn protection on. New installs start in **Watch-only** mode on **Test pages only**.

You'll need: WordPress 6.2 or newer, PHP 7.4 or newer, and an administrator account. It works on single sites and multisite networks, with classic and block themes and Elementor.

1. **Install the plugin.** In WordPress go to Plugins → Add New → Upload Plugin, choose the Permitly zip, then Install Now and Activate. For Pro, install the Pro zip and enter your license key when asked.
2. **Open Permitly** in the left menu. The Dashboard shows a **Finish setup** card until your programs and locations are added.
3. **Add your programs and locations.** Click the button on the card, or go to Settings → Programs and locations. Enter one per line, for example "Summer Day Camp" and "North

Branch". Staff choose from these lists when tagging photos, and parents choose from them on the form.

4. **Check your organization details** in Settings:
   - **Organization name:** shown to parents on the form.
   - **Revocation and questions email:** where parents write to take consent back. Use a shared inbox someone checks daily.
   - **Alert email:** where Permitly sends alerts about revocations and large changes.
5. **Optional: choose a placeholder.** Settings → Placeholder lets you pick an image (your logo, for example) to show in place of hidden photos. Otherwise a neutral gray box is used.
6. **Optional: try the demo.** Settings → Demo pages builds example photos (no real children), sample records and private test pages so your team can practice. Remove the demo from the Dashboard when you're done.

Next: add your children ("The consent registry") and tag your photos ("Tag your photos and videos").

How photo statuses work

Every photo and video gets one of five statuses, and only **Cleared** ones appear on protected pages. Permitly works out the status for you from how the photo is tagged and what each tagged child's parent agreed to.

Status	What it means	What to do
● Cleared	No children, adults only, licensed stock, a graphic, or every child tagged in it has a parent's yes for this use	Nothing
● Needs review	Not tagged yet, or children are in it but nobody has said which ones	Tag it on Review images
● Blocked	A tagged child has no consent on file, the parent said no, or the consent ran out	Get consent, or use a different photo
● Out of scope	The parent said yes, but not for this use (for example yes to newsletters, no to the website)	Use it only where allowed, or pick another photo

Status	What it means	What to do
● Revoked	A parent took consent back	Hidden automatically; work through the revocation checklist

The children in a photo always decide. If even one tagged child is Blocked or Revoked, the whole photo is hidden. Re-tagging that photo as stock or "not identifiable" cannot bring it back.

On the website, a photo is checked against **website** consent. The other uses (social media, email, print and video) are shown on each photo so staff know where else it can go.

Tag your photos and videos

Open **Permitly → Review images** to work through photos and videos that still need an answer. You can also tag any image from the Media Library: open it and look for the Permitly fields.

Review images only shows what could cause a problem. It opens on **Needs a decision**: images on your website that may show people and still need an answer, the ones on the most pages first. The rest sit in their own groups, one tap away:

Group	What is in it
Needs a decision	On your website and still needs an answer. Start here.
Not on your site	Needs an answer but isn't used on any page, so visitors don't see it. If someone adds it to a page, it moves to Needs a decision.
Graphics, sorted automatically	SVG and icon files, very small images, and PNG, GIF or WebP files named like logos or icons. Photos are never sorted by their name.
No people (AI)	Pro, if the people check is on: images the AI found no person in.

Anything sorted automatically can go back with **Put back in review** on the image. Automatic sorting never changes an answer a person gave, and never applies to an image with children tagged.

For each photo, answer these:

Field	Choices	Tip
Source	Program photo, Licensed stock, No people / graphic	Stock and graphics with no children are cleared right away
Shows an identifiable minor?	Yes, identifiable kids · Kids, not identifiable · Adults only · No people	"Not identifiable" means backs of heads, far away, blurred
Who is in frame?	Pick the children from your registry	Add every identifiable child; this decides the status
Program, Location	From your Settings lists	Helps you filter and report
Also used off-site	Social, email, print, video	Lets a revocation list every place to check
Stock license link	A web address	Optional, for licensed stock

Good habits

- Tag photos when you upload them, not months later. If a child in the photo isn't in the Registry yet, add them first, then tag.
- If you replace a photo's file, Permitly asks for a fresh review, because it might be a different picture.
- Videos in your Media Library are tagged the same way as photos.
- With Pro, you can select many photos on Review images and tag them in one go, or sort images with people one at a time in Quick sort (see "Sort a big library fast").
- **Who is in frame?** names each child by initials, program, location and registration ID, plus the parent's name, so two children with the same initials are easy to tell apart. With event photos on (Pro), the event's children come first, marked **At event**. With reference photos on (Pro), each child's photo shows beside their name. A child whose form is waiting for a check shows **Check** (see "Needs a check").

Quotes and stories. To show a child's quote or story only while their parent's consent stands, wrap it in a shortcode with their registration ID:

```
[cg_quote child="R-1001"]Camp was the best week of my summer.[/cg_quote]
```

Visitors see the quote only while that child is cleared for the website. Your staff see a small red note when it is hidden.

Sort a big library fast (Pro)

Most media libraries hold thousands of images, and most of them show no children at all. Two Pro tools get you to the photos that matter quickly.

1. The people check (AI). An administrator turns it on in **Settings → People check** and agrees to how it works. Then select **Check now** on Review images.

- It checks only images that are live on your website and still need an answer.
- Each image is downsized to 768 pixels and sent to the Ostara Ventures service, which asks our AI provider (Anthropic) one question: does this image show any person? It does not estimate anyone's age, identify anyone or describe them.
- Images with no person, like logos, buildings, equipment and empty rooms, move to **No people (AI)**. Images with people, or any doubt, stay in Needs a decision.
- Nothing is shown or hidden because the check failed or ran out of allowance. Those images simply stay in review.
- New live images are checked every hour while it is on. Ostara Ventures keeps no images, only a fingerprint of each file and the answer.

Flag images that may show a minor (optional). It is off unless an administrator turns it on, below the people check in **Settings**, and agrees to how it works. When it is on:

- The AI also says whether anyone shown could be under 18. Images it flags, and any it cannot tell about, move to the front of Needs a decision and Quick sort with the label **Review first: may show a minor**.
- It only changes the order. It never clears an image or skips review. Every image with a person still needs an answer from your staff, including images the AI thinks show only adults.
- Nobody is identified, and no age, number or score is shown or kept.
- Turning it on checks your live images with people once more for the flag. Turning it off removes every label.

Spot-check before you rely on it. Open **No people (AI)** and select **Spot-check 25 at random**. If any shows a person, select **Put back in review** on it. Administrators can also put everything back in one step.

2. Quick sort. Open **Permitly → Quick sort** to see the images with people one at a time, large, with four buttons:

Button	Key	What it does
No people	N	Clears it. Use for images the check could not decide.
Adults only	A	Clears it.
Has kids	K	Keeps it in Needs a decision until you tag the children.
Not sure, skip	S	Leaves it for later.

Press **Z** or select **Undo** to take back your last answers. On a phone, the buttons stay at the bottom of the screen.

3. Tag the children. Back on Needs a decision, the images marked Has kids are waiting. Tag the children in each one, swap it for a cleared stand-in, or hide it.

Allowances. The people check has a monthly allowance by plan, enough for a first pass over a typical library (about 2,000 images on Starter, 10,000 on Organization and 50,000 on Association each month). When it runs out, checking pauses until the 1st and your images stay in review.

The consent registry

The Registry (**Permitly → Registry**) holds one record per child with only what you need: initials, a registration ID, program, location, program year and the parent's choices. Full child names are never stored.

Three ways records arrive

1. **Staff add them** with "Add a child" on the Registry.
2. **Parents fill in the online form** (Pro), and the record appears on its own.
3. **Roster import** (Pro): upload a spreadsheet (CSV). Download the sample file from the Registry to see the columns: `reg_id, initials, program, location, program_year, uses, status, signed_at, guardian_name, guardian_email, left_on`. Separate uses with `|`, for example `website|social|email`, or write `none`. Importing updates children already on file (matched by registration ID) instead of adding duplicates, and never undoes a revocation unless the file says so.

Editing a record

- Only the fields you change are saved; fixing a typo never wipes the parent's details.
- **Left the program on:** add the date a child leaves. Parents can still revoke for one year after that date, and the Registry shows until when.
- Changing a parent's answers from yes to no counts as a revocation, with the checklist and alert.
- Undoing a revocation needs an administrator and a written reason. It is recorded.
- Every change is kept in the record's history.
- If a change can't be saved, you see a message such as "Could not save RJ. Nothing was changed. Please try again." Nothing on the record changed. Try again; if it keeps happening, see "Troubleshooting and FAQ".

Needs matching

When a parent's form uses a registration ID already on file under a different email (for example a roster record), it is saved separately and listed under **Needs matching**. For each one, choose **Same child: link** (the two records become one; the newer parent answers win) or **Different child: keep separate**.

Linking saves the combined record first. If that save fails, nothing changes: no photo or history moves, no record is deleted, and you see "The records could not be merged. Nothing was changed. Please try again."

Needs a check

Permitly (Pro) never turns a form away. The consent form and the event check-in have a hidden field that people never see; only automated programs fill it in. When it is filled in, the form is still saved and counts like any other, and the record is marked **Check this: may be automated**.

- **The form counts.** The parent's choices apply to their child's photos right away, like any other form.
- **No email goes to the parent.** Their copy of their choices waits until you check the record. If the form changes a child already on file, the change is not applied; its confirmation email waits under **Held emails** until you send it (see "A busy hour: held emails").
- **Finding them.** The Registry shows a **Needs a check** card with the count. Select **Show them**, or tick **Needs a check** in the filter. Each record shows why it was marked, plus notes such as "Said no to every use", "Needs matching" or "Confirmation link waiting".
- **Looks right** clears the mark and emails the parent their copy of their choices, and the link to their child's reference photo if they added one.

- **Remove all that can go…** (administrators only) opens a confirmation screen listing the marked records that have nothing showing a real family. Tick the box to confirm and they are deleted with their history. Only the records listed are deleted, each is checked again just before, and forms marked after you opened the screen wait for the next pass. At most 500 are listed per screen; open it again for the rest. It cannot be undone, and each deletion is logged.
- **Always kept for a one-by-one check.** A marked record is never removed in bulk if it is tagged in photos, has a reference photo, was added to an event roster by staff, was confirmed or renewed from the parent's email, was marked Looks right before, has a confirmation link waiting for the parent, is managed on the main site, or (on a main site) is shared with connected sites. The screen lists these separately. Open each one: Looks right clears the mark, or delete it on its own.
- **Renewal reminders pause** for a marked record until you select Looks right. The record shows "Renewal reminder paused until Looks right". It still appears in the "Photo consent ran out" staff email.
- **A link from the parent's inbox clears the mark.** Confirming a change or renewing from a reminder proves a real person, so the mark goes and the parent gets their copy as usual.
- When tagging, marked children stay selectable, with **Check** in their label. An event check-in that looks automated still puts a matching child on the roster, marked "Check: the check-in may be automated (no email was sent)".

A busy hour: held emails

Sometimes many forms arrive at once, for example at a sign-up night or from an automated attack. Permitly (Pro) counts consent forms and event check-ins across your whole site for each clock hour. The limit is set in **Settings → Consent form → Forms in one hour before parent emails are held** (default 200, at least 20).

- **Every form is still saved and counts.** Nothing is refused or dropped.
- **Parent emails wait.** For the rest of that hour, emails to parents (copies of their choices, confirmation emails, reference photo links and attendance confirmations) are held under **Held emails** in the Registry instead of being sent.
- **Staff get one email** for the hour, "An unusual number of consent forms arrived". The separate staff alert for each form (for example a parent who said no to every use, or a form that needs matching) pauses for the rest of the hour. The Registry still lists every form.
- **Sending them.** Check the records, then select **Send held emails**. Each press sends about 15 seconds' worth; press again for the rest. A held confirmation email gets a new 7-day link when it is sent, so it never arrives already expired. The list shows each email's type, child, address, why it was held and when, 200 per page.

- **Discarding. Discard** removes one email. **Discard all** (administrators only) opens a confirmation screen with the count; only the emails counted there are discarded, and emails held after you opened it stay. It cannot be undone, and it is logged.
- **Sent at least once.** A held email is never lost. If sending is cut off (a timeout or a crash), the email goes back on the list after 10 minutes. Rarely, this means a parent gets the same email twice.
- Deleting or merging a record discards its held emails, and an email whose record no longer exists is not sent.
- The same list holds confirmation emails from forms that looked automated (see "Needs a check").

Deleting a record

Use **Delete for good** for a family's deletion request or a duplicate. The child's photos go back to Needs review. You can also have records that ended long ago removed automatically (Settings → Data → Delete ended records after).

Go live safely

Turn protection on in small steps so nothing surprises your team or your visitors. Most organizations go from install to whole-site protection in a few days to a few weeks, depending on how many photos they have.

1. **Watch on your test pages**
   Tick Test page on a few pages, then open one with `?cg_preview=1` to see what would hide.

2. **Enforce on your test pages**
   Settings: Protection to Enforce. Visit the test pages logged out to see what families see.

3. **Work through your photo backlog**
   Tag photos on Review images. Set What to hide to Only confirmed problems while you catch up.

4 **Check the whole-site picture**
The Dashboard shows how many photos would hide across your site, and on how many pages.

5 **Turn on the whole site**
Set Where to Whole site and confirm. The nightly check and circuit breaker keep watch.

Previewing. While logged in as staff, add `?cg_preview=1` to the end of any covered page address. Photos that would be hidden get a dashed outline, and a bar at the bottom counts them. Visitors see nothing different.

Whole site covers every page and post, plus your home page, blog and archive pages, search results, shop pages, feeds and "load more" content. Hidden photos are also left out of search engine image sitemaps, link previews and the WordPress REST API.

What visitors see. A hidden photo is replaced by your placeholder, and its caption is removed so nothing about the photo shows. While protection is on, the media picker also leaves out photos that aren't cleared, so editors can't add them to covered pages by mistake.

Your safety net

- Switch Protection back to Watch-only at any time: your site goes back to normal instantly, because nothing on it was ever changed.
- Every night Permitly rechecks every photo. If an unusual share would suddenly be hidden (more than 10% by default), it holds the change and emails you to confirm, so one wrong bulk action can't empty your pages. Photos of children whose parents said no or revoked stay hidden even then.
- If you use a page cache or CDN, Permitly clears the affected pages when a photo's status changes.

Images that are not in your Media Library

Some images on your pages don't come from your Media Library: images built into your theme or a plugin, images loaded from other websites, and image addresses a CDN rewrote or whose Media Library item was deleted. Permitly can't tag or hide these, so the nightly check and **Run check now** list them on a Dashboard card, with where each comes from and the pages it is on.

- **These images are never hidden.** They still show to visitors, whatever your protection settings.

- **Look at each one.** If it shows a child, upload it to the Media Library and tag it, or take it off the page.
- **Not a person** or **Reviewed** takes an image off the list, now and in later checks.
- The list keeps up to 500 images. As you mark them, the next images found take their place. On a large site the check works through your pages over several runs, and the card says how far it got.

The parent consent form (Pro)

The online form lets parents give, change or take back consent themselves, and fills your registry automatically. It is a standalone form: consent is never bundled into registration, and the form says plainly that it is optional.

Add it to your site

1. Create a new page, for example "Photo consent".
2. Add the shortcode `[permitly_form]` and publish. The older `[consent_guard_form]` shortcode still works.
3. Link the page from your registration confirmation emails, parent handbook or QR code.

Shortcode options: `lang="vi"` opens the form in that language, and `program="Summer Day Camp"` preselects a program, for example `[permitly_form program="Summer Day Camp" lang="es"]`. The websites listed on the form and the form version are set in Settings → Consent form.

What parents see

- A short notice in plain words: what consent covers, which websites the child may appear on, and how to revoke by email.
- Their child's initials and registration ID, program and location.
- A separate **Yes / No** for each use: website, social media, email newsletters, printed materials, and promotional videos.
- Their name (as a typed signature), email, and an acknowledgment box.
- A language choice at the top, if you offer more than one language.
- An optional photo of their child, if you turned on reference photos (see "Reference photos").

If a required field is missing, the form comes back in the parent's language with a note under each missing field ("Please fill in: … Everything else you entered is still here."). Every other answer is kept, including a photo they chose. Nothing is saved until the form is complete.

Saying no to everything is allowed and recorded as "Declined". Their child can still take part in every program either way.

What happens after they submit

Permitly never refuses or delays a complete form. Every one is saved at once:

Situation	What happens
A new child	Record saved and counts right away; parent gets an email copy of their choices
Their child is already on file under the same email	The change waits for the parent: we email a confirmation link (valid 7 days), and it applies when they open it, with an email copy. If they are taking consent back, your staff are alerted right away
The registration ID is on file under a different email	Saved separately under Needs matching for your staff to link
A renewal from the parent's reminder link	Applies at once to the same record; parent gets an email copy
The form looks automated	Saved and counts, marked for your staff to check, and no email goes to the parent (see "Needs a check")

- **Links from the parent's inbox** (a confirmation link or a renewal link) prove a real person, so they also clear any "Check this" mark on the record.
- **In a busy hour,** emails to parents wait in the Registry until staff send them (see "A busy hour: held emails").
- Every record keeps the exact wording the parent saw, in their language, as evidence.

Spam protection works without any setup. A hidden field catches automated forms without ever turning a family away: their forms are saved and marked for a check.

Reference photos

Reference photos (Pro) help staff tell children apart while tagging event photos. They are off by default. An administrator turns on **Reference photos on the consent form** in **Settings →**

Event photos. Review this with your counsel first.

- **What parents see.** An optional section, "A photo of your child (optional)", on the consent form and the renewal form. Parents add one clear photo of their child's face: on a phone or tablet, **Take a photo** opens the camera straight away and **Choose a photo** opens their photo library; on a computer they choose a file. They see a preview and can take or choose another, or remove it. Skipping it changes nothing, and it never affects their consent.
- **How it is kept.** The photo is resized, stripped of metadata such as location, and saved in a private folder on your own website. It never goes into the Media Library, is never published or sent anywhere, and is never used for facial recognition.
- **Who can see it.** Only Registry staff: on the child's record, beside their name in "Who is in frame?", on event rosters and on the live roster. Every view is recorded, and the record shows how many times it was viewed and who viewed it last.
- **The parent's private photo link.** After a form with a photo, the parent gets an email, "Your child's reference photo for" your organization, with a private link where they can see, replace or remove it at any time. The same email goes out when staff select Looks right on a marked record with a photo. The attendance email for an event also carries a link to add a photo when none is on file. Staff can't send the link on its own.
- **When it is deleted.** When consent is declined, revoked or runs out, when the record is deleted, after the number of days set in **Delete reference photos this many days after they were added** (0 keeps it while consent lasts), when the parent removes it from their link or the form, or when staff select **Delete photo** on the record. Deleting the plugin always deletes them. Deletion keeps working even if your Pro license ends.
- **A private folder is required.** Photos are saved only in a folder confirmed private. If the folder is open to the web, or the site can't test it, new photos are refused (the consent itself is still saved) and a notice on every Permitly screen says so. If your host has blocked web access to the folder but the site can't test it, an administrator can confirm that in Settings → Event photos.

When a form can't be saved

Rarely, the website's database refuses to save a form, for example during a host problem. Permitly brings its tables up to date and tries once more. If it still can't save:

- **The parent sees the form again,** in their language, with every answer kept (and any photo they chose) and the message "Something went wrong saving your form. Please send it again." Nothing is saved and no email is sent, so a parent is never told it worked when it didn't.
- This applies to the consent form, a renewal, a confirmation link (the link keeps working) and the event check-in.

- **Staff get one alert per hour,** "A consent form could not be saved", however many forms fail.
- **The Activity log** records **form_save_failed** with the database's error message, without any names or emails. If it keeps happening, ask your web host or developer to check the database.

Event photos (Pro)

Event photos help you match children in a big batch of photos from one event: a camp day, a game, a performance. It is off by default. An administrator turns it on in **Settings → Event photos**: tick **Events** and select **Save event photo settings**. Everything runs on your own website; nothing is sent to an outside service. Put the consent form on a published page first, because each event's QR code opens it.

Create an event. Open **Permitly → Events** and fill in **New event**: a name, the date, start and end times (on your site's clock; an end before the start means the next day) and, if you like, a program. The event's program applies to the event's photos only: tagged photos get it if they have none. It is not filled in on the form, so parents still choose their own program. Saving also sorts in earlier uploads taken during the event.

Each event has its own QR code. The event page shows a QR code and link to your consent form for this event. Select **Copy link** to share it, or **Print QR sign** to print it. The QR code opens the form in English; parents choose their language with the switch at the top of the form.

The QR sign is one Letter page, ready to print: your logo (the site's logo, or your organization's name if the site has none), the event name in large type and the date, "Scan to sign or confirm photo consent.", the languages your form offers (each written in its own language, so nothing needs translating), a large QR code and the link in plain text for a phone that can't scan. The print window opens by itself; **Back** returns to the event. The sign never names Permitly.

At the event, parents scan it:

- **New families,** or families who want to change their choices, fill in the consent form. If they say yes to any use, their child joins the event's roster ("Signed at the event").
- **Families already on file** open "Already signed a consent form with us?", enter their child's initials and their email, and select **Confirm attendance**. If a current consent matches, the child joins the roster ("Parent confirmed"). There is no need to sign again. Parents see the same message whether or not we found them, so the form never reveals who is on file; if no email arrives, they fill in the form.

- **Staff** can add a child with **Add from the registry** ("Added by staff"), or **Remove** a child. Removing never changes tags on photos.

Photos sort themselves by capture time. Photos you upload with a camera capture time inside an event's start and end times join that event on their own. Make sure cameras are set to local time. For photos uploaded before the event was created, select **Sort uploads into events**. For photos with no capture time, or taken outside the window, use **Add photos by hand**. Each photo in the Media Library also has an **Event** choice. Photos staff take out of an event stay out.

Tag in bursts, roster first. Select **Tag photos** on an event. Photos are grouped into bursts: photos taken a few seconds apart (5 by default, set in Settings) count as one burst. The event's roster sits at the top, with each child's reference photo if you use them. Choose the children, choose photos or **Select burst**, then select **Tag in selected photos**. You can also **Untag**, or **Move** photos to another event. Children already tagged stay tagged. Everywhere else you tag, "Who is in frame?" lists the event's children first, marked **At event**.

The live roster. Each event page has a QR code and an **Open live roster** button for the photographer: a phone-friendly list of the children on the roster, with their reference photo, registration ID, program and what each family said yes to (uses they said no to are crossed out). A child without current consent shows "No current consent. Do not photograph." Anyone not listed has no consent for this event. Search by initials or ID; the list refreshes every minute. Only logged-in Editors and administrators can open it.

What parents get by email.

- **After signing the form at the event:** their copy of their choices, and the private photo link if they added a photo.
- **After confirming attendance:** if their child was found, "You confirmed" their child for the event, saying their choices on file apply to this event's photos, with a link to add a reference photo if you use them and none is on file. If no child was found, no email is sent.
- A check-in that looks automated still puts a matching child on the roster, marked "Check", and sends no email. In a busy hour, these emails wait in the Registry like the others (see "A busy hour: held emails").

Deleting an event keeps its photos and their tags.

Running an event, step by step

Before

- Make sure Events is turned on and the consent form is on a published page.
- Create the event with the right date, start and end times, and program.

- Set every camera to local time, so photos sort into the event.
- Select **Print QR sign**, print it, and scan it once with a phone to test it.
- The photographer logs in on their phone and opens the live roster.

During

- Put the QR sign where families arrive: a check-in table or the entrance.
- Families already on file use "Already signed a consent form with us?". New families fill in the form.
- The photographer checks the live roster and does not photograph anyone marked "No current consent. Do not photograph." or anyone not listed.

After

- Upload the photos. They sort into the event by capture time.
- Select **Sort uploads into events** for photos uploaded before the event was created, and **Add photos by hand** for photos with no capture time.
- Tag in bursts, roster first.
- Take the sign down. The QR code keeps working after the event: anyone who scans it later still joins that event's roster, until the event is deleted. Deleting an event keeps its photos and their tags.

Form languages and translation (Pro)

The consent form, its emails and the paper form come in 18 languages, and you choose which ones families see. Open **Permitly → Settings → Consent form → Form languages**.

Languages available: English, Spanish, Chinese (Simplified), Chinese (Traditional), Vietnamese, Tagalog, Korean, Arabic, Farsi, Russian, Ukrainian, Armenian, Somali, Hmong, Khmer, Haitian Creole, Portuguese and French. Arabic and Farsi read right to left. Need another? Email hello@ostaraventures.co.

Choose your languages

Tick the languages you want and click **Save languages**. English is always on. With two languages, families see a switch; with more, a list.

Review each translation

The built-in translations are a careful starting point, not a certified translation. A consent form is a legal notice, so have a fluent staff member, a translator or your counsel review each language:

1. Click **Review wording** next to a language.
2. Each line shows your English, then what families see. Fix anything that reads wrong.
3. Keep the codes exactly as they are: `%1$s` (your organization's name), `%2$s` (your revocation email), and the bold tags. A line that loses one is not saved.
4. Tick **A fluent speaker has reviewed this wording**, enter their name, and save.

Languages not reviewed yet are listed in a reminder at the top of the screen.

Change the English

Your counsel may want different wording. Click **Edit wording** next to English and change any line. Your wording is kept through plugin updates, and **Restore built-in wording** brings back the original at any time. Families who already signed keep the wording they saw; it is stored with their consent.

Automatic translation

When you save changed English, Permitly translates only the lines you changed into each language on your form, while you watch a progress bar. Those lines are marked **Updated by AI, not reviewed** until a fluent speaker checks them and ticks Reviewed.

- Only your English wording is sent for translation. No family's or child's information ever leaves your site.
- Each site has **10 automatic updates a month**; the screen shows how many are left. Lines translated before cost nothing and don't count.
- Prefer to do it yourself? Untick **Update translations automatically when the English changes**. Changed lines stay flagged until you click **Update now** or edit them by hand.
- If a limit is reached or the service is unavailable, nothing breaks: your form keeps its current wording and the lines stay flagged until they're updated.

When consent runs out: renewal reminders (Pro)

If consent in your organization lasts for a set time, Permitly keeps it current for you. Set **Permitly → Settings → How long consent lasts** to **Until the program year ends** or **A set number of months after signing**. When it is set to **Until the parent revokes**, consent never runs out and no reminders are sent.

What happens, step by step

1. **First reminder.** When a child's end date is 30 days away (you can choose 7 to 90), the parent gets an email with a personal link to your consent form. The form opens with the child, the parent and their current choices already filled in, in the language they used before.
2. **Last reminder.** If they haven't renewed, one more email goes out 7 days before the end date.
3. **The parent renews.** They check their choices and tap save. Permitly updates the **same consent record**, so every photo already tagged with that child stays linked and cleared. Nobody has to re-tag anything, and the new end date starts from the renewal. Renewing ahead of a program-year end covers the next program year.
4. **If nobody renews.** On the end date, that child's photos count as not cleared and come off your protected pages, just like any other photo without consent. Staff get one email listing whose consent ran out. If the parent renews later from their link, the photos clear again on their own.

Good to know

- Reminders go only to children with a parent email on file and still in the program. Records from a roster import need the parent email column.
- The consent form must be on a published page with `[permitly_form]`. Reminder links point to that page.
- If a parent renews with fewer uses than before, your alert email hears about it, and photos for the uses they dropped stop counting as cleared.
- Each renewal link works once, for that child only, until 60 days after the end date.
- The Registry shows each child's end date (in bold when it is coming up) and when the last reminder went out. Every reminder and renewal is in the child's consent history and evidence report.

- On a site that follows a main site's registry, the main site sends the reminders.
- A record marked for a check gets no reminder until staff select Looks right (see "Needs a check").

When a parent revokes consent

Parents can take consent back at any time while their child is enrolled, and for one year after the child leaves. The moment you record it, the child's photos stop showing on protected pages.

Record it

- **From the online form (Pro):** nothing to do. A parent who changes their answers to No confirms by email and the change applies on its own; staff are alerted right away.
- **From an email:** go to **Permitly → Revocations → Log a revocation from an email**. Find the child, enter the date the email arrived and the parent's email, then choose **Stop all use** or **Stop only some uses**. The revocation is dated from the day it arrived, not the day you entered it.
- **From the Registry:** edit the child's record and set Status to Revoked, or untick the uses the parent withdrew.

Then work the checklist (Pro)

Permitly opens a dated checklist for every place the child's photos were used: the website lines confirm the photos are already hidden, and there is a line for each social, email, print or video use your staff logged. Tick each item as you remove the photo there. The alert email goes to the address in Settings.

Good to know

- Hiding is automatic on your website. Posts already on social media, emails already sent and printed flyers need a person to act, which is what the checklist is for.
- A revocation can only be undone by an administrator, with a written reason.
- A child's photos stay hidden even if the photo is later re-tagged as stock or "not identifiable".
- Permitly controls what your pages show. A direct link to an image file in your uploads folder still opens that file, so remove or replace the file if a parent asks.

More Pro tools

Paper consent form

For sign-up tables and families who prefer paper. Open it from the Registry, pick a language, and print. It uses the same wording as the online form and has a QR code that opens the online form on a phone. Put `[permitly_form]` on a page first so the QR code has somewhere to go. Enter returned forms in the Registry; the office-use line records who entered it and when.

Evidence report

One printable page per child, opened from the child's record in the Registry: what the parent agreed to and when, the exact wording they saw, every change, each tagged photo and when it stopped showing, and the revocation checklist. Print it or save it as a PDF from your browser if a parent, auditor or lawyer asks.

One registry across several sites

For associations with branch or camp websites. In Settings → Shared registry:

1. On the main site, click **Make this the main site**. It keeps the registry and the parent form, and gives you a key.
2. On each branch site, enter the main site's address and the key.
3. Branch sites tag their own photos to the shared children and follow the main site's consent. They update every hour, and right away when consent changes on the main site. If a branch site can't sync for 7 days, it hides photos of the shared children until syncing works again (see "If a connected site can't sync").

Parent names and emails stay on the main site only. **Make a new key** stops every branch until you enter the new key there.

Cleanup tools for large libraries

- **Bulk tagging:** select many photos on Review images and tag them at once.
- **Page by page:** review every page with uncleared photos, worst first.
- **Stock auto-sort:** suggests stock photos and graphics from file names and photo credits.
- **Staff batches:** hand a set of photos to a staff member with an email, and watch progress by location.

- **Embedded videos:** review the YouTube and Vimeo videos on your pages and hide any that show a child without consent.
- **Exports:** download the registry and the activity log as spreadsheets (administrators only).

Stand-ins

On any hidden photo, click **Swap photo** and pick a Cleared photo to show in its place, on every page or on one page only. Nothing on the page or the file changes; the stand-in shows only while it is itself Cleared, and the original returns by itself once its consent clears. **Make permanent** writes the new photo into that one page for good, after saving a revision you can undo.

Settings explained

Everything below is under **Permitly → Settings**. Changing a rule rechecks every photo right away.

Setting	Default	What it does
Protection	Watch-only	Watch-only shows you what would be hidden; Enforce hides it for visitors
Where	Test pages only	Test pages only, or Whole site
What to hide	Everything not cleared	"Only confirmed problems" keeps Needs review photos up while your team works through the backlog
Circuit breaker (%)	10	If more than this share of live photos would suddenly hide overnight, the change is held for you to confirm
Alert email	Your site's admin email	Revocations, held changes and staff alerts
Organization name	Your site title	Shown to parents
Revocation and questions email	Your site's admin email	Shown to parents as where to revoke
Programs, Locations	Empty	One per line

Setting	Default	What it does
Placeholder text and image	"Photo unavailable", gray box	What visitors see instead of a hidden photo
How long consent lasts	Until the parent revokes	Or until the program year ends, or a set number of months after signing
Email parents before their consent ends (Pro)	On, 30 days before	Sends a renewal link before consent runs out, and a last reminder 7 days before. Only works when consent has an end date
Ask families to sign again when the form changes	Off	Online consents expire when you change the form version
Photos of children no one can identify count as Cleared	On	Your counsel's call
Websites listed on the form, Form version (Pro)	Your site address, 2027-1	Shown on and stamped on the parent form
Forms in one hour before parent emails are held (Pro)	200 (at least 20)	Above this many consent forms and check-ins in one clock hour, every form is still saved, but parent emails wait in the Registry and staff get one email
Reference photos on the consent form (Pro)	Off	Lets parents add one private photo of their child
Delete reference photos this many days after they were added (Pro)	0	0 keeps each photo while the child's consent lasts
Events (Pro)	Off	Turns on event photos: QR codes, rosters, sorting by capture time and the live roster

Setting	Default	What it does
Photos taken this many seconds apart count as one burst (Pro)	5	How close together photos must be to count as one burst
Private folder for reference photos (Pro)	Empty (chosen automatically)	Where reference photos are kept; leave empty unless your host asks
Delete ended records after (years)	0 (keep forever)	Removes declined, revoked or departed children's records after that many years
Delete all consent data when the plugin is deleted	Off	Leave off unless you are sure; records otherwise survive a reinstall. Reference photos are always deleted with the plugin; events and rosters only when this is on

The Event photos settings (Pro) have their own **Save event photo settings** button. If your site can't test whether the reference photo folder is private, that card also offers **My host has confirmed this folder cannot be opened from the web.** Only tick it after your host has checked; your name and the time are recorded.

Test pages and Parents only. On any page or post, the Permitly box lets you mark it as a **test page** (Permitly acts there first, and it is hidden from search engines) or **Parents only**. Photos on a Parents only page that is password-protected or private are not hidden, since material shared only with parents is treated differently under AB 2007.

Emails Permitly sends

All emails go through your site's normal WordPress mail. If emails don't arrive, set up an SMTP or email delivery plugin.

Emails to parents caused by a form are never sent for a form marked for a check, and wait in the Registry during a busy hour (see "Needs a check" and "A busy hour: held emails"). During a busy hour, the per-form staff alerts in this table pause too.

Email	Sent to	When
Your photo and media choices (a copy)	Parent	After they submit the form, confirm a change or renew, in their language; also when staff select Looks right (Pro)

Email	Sent to	When
Please confirm your photo and media choices	Parent	When their child is already on file; the link works for 7 days (Pro)
Your child's reference photo	Parent	After a form with a reference photo, and when staff select Looks right on a record with one; a private link to see, replace or remove it (Pro)
You confirmed your child for an event	Parent	After an event check-in that found their child, with a link to add a reference photo if none is on file (Pro)
A parent asked to take back photo consent	Alert email	As soon as a form takes consent back, before the parent confirms (Pro)
A consent form needs matching	Alert email	When a form uses a registration ID already on file under another email; "A parent said no to photos: match it now" if it said no to every use (Pro)
A parent said no to photos	Alert email	When a new form says no to every use and matches no record (Pro)
A parent renewed with fewer uses	Alert email	When a renewal drops uses the parent had said yes to (Pro)
An unusual number of consent forms arrived	Alert email	Once in an hour, when forms go over your hourly setting (Pro)
A consent form could not be saved	Alert email	When the database refuses a form; at most once an hour (Pro)
Revocation checklist	Alert email	When consent is revoked or uses are withdrawn (Pro)
A large change is on hold	Alert email	When the nightly check holds an unusual number of newly hidden photos
Please renew your photo and media choices	Parent	30 days (your choice) and 7 days before consent ends, with a personal renewal link (Pro)

Email	Sent to	When
Photo consent ran out	Alert email	When consent ends for children whose parents have not renewed (Pro)
Photos to review	The staff member	When you hand them a staff batch (Pro)
Permitly has not synced with your main site	Alert email	Once, when a branch site has not synced for 2 days
Permitly is hiding shared-registry photos	Alert email	Once, when a branch site has not synced for 7 days
Permitly Pro is paused	Alert email	Once, when the Pro license is no longer active on the site

How Permitly supports AB 2007

California AB 2007 (Business and Professions Code Section 18985) takes effect January 1, 2027. Here is how each main requirement maps to the plugin. Your counsel should confirm what applies to you.

Requirement	How Permitly helps
Consent is separate from enrollment	The parent form is its own page and says consent is optional
Consent for each type of use	A separate Yes / No for website, social media, email, print and video
No conditioning participation on consent	The form says so plainly; "No to everything" is accepted and recorded
Revocation by email, during enrollment and up to a year after leaving	Your revocation email is on the form and in every receipt; "Left the program on" shows the window
Stop using the material after revocation	Website photos hide automatically; the checklist covers social, email, print and video

Requirement	How Permitly helps
Proof of what was agreed	Full history, the exact wording each parent saw, and the evidence report
Quotes, stories and likeness, not only photos	`[cg_quote]` hides a child's quote or story with their consent

Outside the plugin: audio files, printed materials already handed out, and personal information held in other systems need your own process. Material shared only with parents can use Parents only pages.

Updates, your license and uninstalling

- **Updates** arrive in WordPress like any plugin. Your settings, records and any wording you edited are kept.
- **Pro license.** Activate it once when you install Pro. Manage it from Permitly → Account.
- **If your Pro license ends,** Pro tools switch off and the parent form shows families your revocation email instead. Your records, edited wording and photo protection stay in place.
- **Deactivating** stops all hiding at once and puts your site back exactly as it was.
- **Deleting the plugin** keeps your consent records, so reinstalling picks up where you left off, unless you turned on "Delete all consent data when the plugin is deleted" in Settings. Reference photos are always deleted with the plugin, because nothing could protect them once it is gone.

If your Pro license expires

Nothing is deleted and your site stays protected. Permitly keeps running as the free plugin: scanning, the registry, tagging, hiding photos without consent, the nightly check and revocations you record in the Registry all keep working. Consent end dates still apply, and reference photos keep being deleted when consent ends, is revoked or the record is deleted.

These pause until you renew: the parent consent form (its page tells families to email you), renewal reminders, the revocation checklist and evidence report, roster import and exports, the cleanup tools, the paper form, form translation, Swap photo, and syncing between your sites. A notice on Permitly screens lists what is paused, with a **Renew Permitly Pro** button, and your alert email gets one message. Renewing turns everything back on with all your records in place.

If a connected site can't sync

A site that follows a main site's registry checks in every hour. If it can't sync for **2 days**, staff get an email and a warning on Permitly screens. After **7 days**, photos of children from the shared registry count as Blocked and are hidden, because the site can no longer know about revocations recorded on the main site. They come back on their own as soon as syncing works again. Common causes: Pro is not active on the main site or this site, or the connection key changed.

Glossary

Term	Meaning
Use	Where a photo may appear: website, social media, email newsletters, print, or promotional video
Registration ID	Your own ID for a child, from your registration system
Tagging	Saying who is in a photo and where it came from
Test page	A page where Permitly acts first, hidden from search engines
Parents only page	A password-protected or private page shared only with families
Placeholder	What visitors see instead of a hidden photo
Circuit breaker	The nightly safety check that holds unusually large changes for you to confirm
Stand-in	A cleared photo shown in place of a hidden one (Pro)
Main site, branch site	The two roles in a shared registry (Pro)
Needs a check	A form that looked automated: saved and counting, but marked "Check this" and sending no email until staff select Looks right (Pro)
Held email	An email to a parent waiting in the Registry for staff to send, during a busy hour or after a form that looked automated (Pro)
Event roster	The children attending an event, added by the event's QR code, a parent's check-in or staff (Pro)

Term	Meaning
Reference photo	An optional private photo of a child from their parent, seen only by Registry staff and used to tell children apart while tagging (Pro)

Troubleshooting and FAQ

The **Activity** screen records everything Permitly and your staff did, with dates; it is the best place to start.

Problem	What to check
A photo still shows after a parent revoked	Is Protection set to Enforce, and does it cover that page (test page or Whole site)? Is the page marked Parents only? Clear your page cache if you use one.
A photo is hidden that should show	Open it in the Media Library: the status by use shows which child or rule is hiding it.
Lots of photos are suddenly on hold	The circuit breaker paused a large change. Check the Dashboard card, then click Confirm if the change is right. Revoked and Blocked photos stay hidden meanwhile.
My placeholder image isn't showing	The placeholder must itself be Cleared: tag it as a graphic or licensed stock.
A parent says their change didn't apply	Their child was already on file, so they need to click the confirmation link we emailed (valid 7 days).
A parent sees "Something went wrong saving your form"	The website's database refused the form, and nothing was saved. Ask them to send it again; their answers are still on the form. Activity shows form_save_failed. If it keeps happening, ask your web host to check the database (see "When a form can't be saved").
A staff message says a record could not be saved or merged	Nothing was changed. Try again. Activity shows save_failed or merge_failed with the database's message; if it keeps happening, ask your web host.
Parents aren't getting emails after a busy sign-up	An unusual number of forms arrived in one hour, so parent emails are held. Registry → Held emails → Send held emails (see "A busy hour: held emails").

Problem	What to check
A record is marked "Check this: may be automated"	The form was saved and counts, but no email went to the parent. Check it and select Looks right, or an administrator can use Remove all that can go (see "Needs a check").
A parent confirmed attendance but got no email	We found no current consent for those initials and that email, or the check-in was marked for a check. Ask them to fill in the form on the event page.
Two records for one child	Registry → Needs matching: Merge them.
A branch site isn't updating	Settings → Shared registry → Update now; re-enter the key if it was changed.
Automatic translation stopped	The screen says why: monthly updates used (resets on the 1st), service paused, or license not active. Edit lines by hand meanwhile.
"This site's clock is off"	Ask your host to fix the server's time.

FAQ

Will this break my site? No. Permitly never changes your photos or pages. Switching Protection to Watch-only, or deactivating the plugin, restores everything instantly.

Do we need parents' full names or children's names? No. Children are stored by initials and a registration ID. Parent name and email come only from the parent form.

Does it use facial recognition? No. Your staff tag who is in each photo.

Is this only for California? No. It's built to meet California AB 2007, but any organization that features kids can use it to show families their choices are respected.

Does it work with page builders and caching? Yes: it reads classic and block content, Elementor, widgets, menus and theme images, and clears common page caches when a photo's status changes.

Is our data sent anywhere? No. Consent records stay in your WordPress database. Automatic translation sends only your English form wording.

What about photos already on our site? They start as Needs review. Use the steps in "Go live safely": while you work through them, "Only confirmed problems" keeps them up, and the Dashboard shows your progress.

A parent at the event said no to every use. Are they on the roster? No. Only children with current consent (a yes to at least one use) join an event's roster, so the live roster's rule still holds: anyone not listed has no consent for this event.

A family has more than one child. They fill in the form once per child, since each child can have different choices.

A family asks what we hold, or asks us to delete it. Open their child's evidence report (Pro) to show exactly what is on file. To delete it, use Delete for good on the record; their photos go back to Needs review.

Can parents fill in the form on a phone? Yes. The form is built for phones first, works in 18 languages, and reads right to left in Arabic and Farsi.

A group photo where no one can be identified? Tag it "Kids, not identifiable". It counts as Cleared unless your counsel asks you to turn that setting off.

Questions? Open **Permitly → Get help**. It links this manual and builds a support report you can copy into your message (versions, theme and plugins only, never names, photos or consent records). Then use **Contact support** or email hello@ostaraventures.co. We aim to reply within 2 business days. Permitly is not legal advice; ask your counsel about your organization's needs.

Still have a question?

Email us and a real person will answer, usually within one business day.

Permitly is a product of Ostara Ventures LLC. Permitly helps manage consent and is not legal advice; your counsel decides your policies.