VARSITY YEARBOOK

NEED-TO-KNOW INFO

tag WIZARD

only in eDESIGN



TRUE RECOGNITION, NOT JUST DETECTION
Tag Wizard doesn't just draw a box around a face — it actually identifies the person. Instead of saying "this is a face," it provides a specific name-tagging recommendation with a matching face.

HANDLES PARTIAL FACES AND GROUP SHOTS
Tag Wizard works like a charm in real-life photos where faces aren't looking straight at the camera — think side views, large crowds or action shots with helmets. Where other tools fail, Tag Wizard does its magic.

UNBELIEVABLY MASSIVE TIME SAVER
Cut your image tagging time by 80–90 percent. No more guessing or scrolling through rosters to identify students in every candid or group photo.

PURPOSE-BUILT FOR EDUCATION
Designed specifically for yearbook creation, it's not adapted from generic tools. We understand the needs of schools — privacy, editorial control and student inclusion.

STAFF STAYS IN CONTROL
Tag Wizard gives smart suggestions that users confirm before anything is added — not an auto-tag. Total editorial control stays in your hands.

INCREASES STUDENT COVERAGE
When tagging is easy, users include more photos and more students. That means better representation across the book — every student is included and celebrated.

EXCLUSIVE TO eDESIGN
Tag Wizard is only in eDesign. No other yearbook platform offers facial recognition this powerful — or private.

PRIVACY FIRST WITH PURPOSE
Tag Wizard uses facial vectors with no IDs attached. The data are split and secured — only eDesign can match a face vector to a name. Nothing is shared or sold; the feature is built exclusively for yearbooks, not surveillance.

FULLY OPTIONAL FOR SCHOOLS
Schools can choose to use Tag Wizard or not. Individual students can also be excluded if requested by a parent — total control stays local.

NOTHING STORED BEYOND THE PROJECT
Face data is deleted once it's no longer needed for printing. No long-term storage or lingering data.

GET STARTED BEFORE PORTRAITS ARRIVE
With the Jump Start feature, schools can build their facial recognition collection using last year's portraits. This means schools don't have to wait until November (or later) to start tagging images — they can hit the ground running in August or September.

TAG WIZARD FAQ

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Exclusive to Varsity Yearbook, **Tag Wizard** is real facial recognition. It knows who's who, even through a helmet or in large group shots. This wizard cuts tagging time by up to 90 percent with smart name suggestions ready to confirm. Plus, no auto-tagging. You review and approve every suggestion.

1. Is this facial recognition safe? What about student privacy?

Yes, it's safe — and privacy is our top priority. The software doesn't store actual faces or names in one place. It just creates a digital representation of the face (we call it a "face vector") and stores it using a random code. The only place that knows how to match that code to a student's name is inside eDesign — and that information never leaves eDesign.

2. Are photos or student names being stored outside of eDesign?

Portrait photos are securely processed to create a digital "face vector" — an algorithm of the face used for matching. No names, student IDs or other identifying information are included in this process. The original images are not stored as part of the recognition system. Importantly, the face vector and the student's name are stored in separate systems, and only eDesign can connect the two. This ensures that no one outside the school can identify who a face belongs to based on the stored data.

3. Can this technology be used to track or monitor students outside of eDesign?

No, not at all. Tag Wizard only works inside eDesign and only for yearbook photos. It's not connected to security cameras, school systems or anything else. It just helps users identify who's in photos they upload to the yearbook. It's not designed or capable of tracking anyone in real life.

4. What happens if a school doesn't want to use Tag Wizard?

Totally fine! Tag Wizard is completely optional. Schools can choose to turn it on or leave it off. It won't affect any other part of their yearbook experience.

5. Can anyone outside the school access the facial recognition data?

No. The face vectors and related data are stored securely and only accessible through eDesign. We don't share this data with anyone outside the school, and we never sell or use it for anything other than yearbook tagging.

6. What if a parent doesn't want their child's face used this way?

Schools are still in full control. If a parent has concerns, the school can choose not to include that student in the Tag Wizard feature. Since it's optional and based on school-controlled portraits, it's easy to exclude individuals when needed.

7. How long is this data stored?

Face vectors are only stored for the purpose of aiding the school's yearbook creation. Once the data from that book is no longer needed, we delete the face vectors. Nothing is kept longer than what is minimally necessary for Tag Wizard.

8. Can the system make mistakes? What if it tags the wrong person?

It can happen occasionally — just like when a person mixes up twins in a photo! But the system is designed to give users suggestions, not final answers. It always asks the user to confirm before adding a tag, so nothing gets added automatically without a human saying, "Yes, that's right."

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