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.

Updated October 30, 2026 · Covers Permitly free and Pro · 20 sections

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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, 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	✓	✓
Tagging photos and library videos, five statuses	✓	✓

Feature	Free	Pro
Hiding uncleared photos, test pages or whole site	✓	✓
Preview, nightly check, circuit breaker, cache clearing	✓	✓
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)	✗	✓

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

Plan	Children in your registry	WordPress sites
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	✓	✓
Merge records, roster import, Pages, Cleanup and the paper form (Pro)	✓	✓
Settings, Form languages, Evidence report, exports	✗	✓
Undo a revocation, delete records for good, confirm a held change, remove the demo	✗	✓
See what would hide with `?cg_preview=1`	Anyone who can upload media	✓

Authors and contributors can't open Permitly. 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
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").

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.

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.

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 **Merge** (it is the same child; the newer parent answers win) or **Keep separate**.

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.

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.

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

Situation	What happens
A new child	Record saved; parent gets an email copy of their choices

Situation	What happens
Their child is already on file under the same email	Nothing changes until the parent clicks the confirmation link we email them (valid 7 days); 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

Every record keeps the exact wording the parent saw, in their language, as evidence.

Spam protection works without any setup: hidden traps catch bots, and one connection can send at most 20 forms an hour.

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 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.

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
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
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

Setting	Default	What it does
Websites listed on the form, Form version (Pro)	Your site address, 2027-1	Shown on and stamped on the parent form
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

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.

Email	Sent to	When
Copy of their choices	Parent	After they submit the form, in their language (Pro)
Please confirm your choices	Parent	When their child is already on file; the link works for 7 days (Pro)
A parent asked to take back consent	Alert email	As soon as a form takes consent back, before the parent confirms (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
Photos to review	The staff member	When you hand them a staff batch (Pro)

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
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.

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)

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.

Problem	What to check
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 family sees "Too many forms were sent"	Many forms came from one connection (shared Wi-Fi) within an hour. It clears within the hour, or staff can enter the paper form.
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 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? Email hello@ostaraventures.co. 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.