

Image consent guide

In accordance with General Data Protection Regulations (GDPR), you must gain consent from anyone you will be taking photographs or video footage of during engagement. If possible, you must obtain individual consent using the form template below. If this is not possible (e.g. you are holding an event that many people are attending), you must let people know that photography and/or videography will be taking place. You can do this by putting up a poster in the event space with the following information:

“Please be aware that we will be taking photographs and potentially filming at this event. If this causes an issue, please talk to a member of staff as soon as possible. Please note: by attending this event, you have agreed to the following statement:

*‘I give permission for the **[insert name/organisation]** to use my photograph and other media such as film and quotations, on **[insert name/organisation]** promotional material and publications, for which it may be suitable.’*

*If you do not agree with the above statement, please talk to a member of staff or email **[insert email and phone contact]**“*

The next page of this document contains the Image Consent form template.

Consent form for the use of your image

This form asks you to consent to the use of your image by [insert name/organisation]. We use stories (words, photography and film) in our communications and impact reporting activities.

Your image may be used in our printed publications for promotional purposes, in press releases, on videos, on social media channels, in presentation materials and on our website. It may also appear in our advertising and in the local/national media.

The image(s) will remain the property of [insert name/organisation] and will only be used for increasing awareness about the impact of our work. Your personal contact details will remain strictly confidential.

- I consent for my image to be used for the following purposes:
In [insert name/organisation] publications, on our social media channels and on our website.
- By signing this release form, I hereby grant [insert name/organisation] the absolute right to reproduce, display and disseminate worldwide and in perpetuity, in any traditional or electronic media format, my likeness as shown in the photographs/films captured at this time for the purposes given above.
- If I decide at any point in the interim that I no longer want it to be used, I will contact [insert name/organisation contact details].

Full Name:

Address:

.....

Email address:

Phone number:

Signed:

Date:

.....

If subject is under 18 years of age:

I confirm that I am the legal guardian of the child named above and therefore may grant permission on behalf of the child:

Name of Guardian:

Relationship to Child:

Guardian signature:

Date:

.....

About us

[insert information about you/your organization]

Giving consent to use your image

This form asks you to consent to the use of your image by [insert name/organization]. Your image shall be deemed to represent a fictional person unless agreed otherwise. Please note that that our website and social media channels can be accessed from outside the United Kingdom.

We will only use images that identify you with your further, explicit consent to do so, and we will not use the images for any purpose other than those mentioned above or as otherwise agreed.

You may withdraw your consent at any time by contacting us at the address below. If you withdraw your consent, we will not use your image in any new publications or materials and will delete your image from our records.

However, your image may be retained on existing publications and materials where a) there is a legitimate interest for [insert name/organization] to maintain the public availability of those publications and materials, b) this legitimate interest is not overridden by any prejudice (damage or harm) to your own interests or fundamental rights or freedoms, and c) where it is not reasonable and proportionate in the circumstances for the publications or materials to be withdrawn.

You can request a copy of your personal data held by [insert name/organization] by contacting us at the address below.

For further information or clarification

Please send this consent form to [insert name/organization contact details]. If you have any questions at all, please call [insert name/organization contact details].

[insert name/organization] is the data controller for personal data. You also have the right to lodge any complaint about the processing of your personal data with the Information Commissioner's Office (ICO).