

# Case Study and Media Consent form for promotion and publicity purposes

Worcestershire County Council would like to use your story or image to help publicise and promote what we do, the services we provide, and the event you've attended. If you are happy to have your photo taken or be filmed we require your permission in writing. This is to comply with data protection legislation.

## What will we do with your image?

Worcestershire County Council takes your privacy seriously and we have taken steps to protect it. We will store images and film according to the principles of the GDPR and the Data Protection Act 2018. The lawful basis for processing is your consent.

The council, district council or partner organisation has the right to withdraw use of your image without notice or reason.

## Sharing your image

Sometimes we commission external companies to take and process photos/video/audio on our behalf e.g. to take photos, design and print material or edit digital media. This requires us to share your image/audio with the appointed company. Your image will only be used in the ways you have consented to and will be destroyed by the appointed company once the work is complete.

Please note that once published on the internet and social media such as Facebook and Twitter, we do not have control of the storage or use of images/audio, which may be seen all over the world. We will not have control of the storage or use of images/audio taken by the local press and media or other attendees at a public event.

## Your Consent

Your consent will be valid for a maximum of ten years (in line with the lifetime of the Health and Wellbeing Strategy 2022-2032) or until the videos and / or photographs and / or audio are no longer needed, whichever is sooner. After this period your personal data will be securely deleted from our systems.

You may withdraw your consent and request the council to stop using your images in new material at any time, however removal of your image from existing published material may not be possible.

Information on how to withdraw your consent and for further information about how we process personal data can be found in our [Privacy Notice](#) on our website or by contacting [dataprotection@worcestershire.gov.uk](mailto:dataprotection@worcestershire.gov.uk).

## Children and Young People

If the individual featuring in the image/s is younger than 13 years old, a parent or guardian must complete this form. If the individual is aged between 13 and 16 years old then the child may also need to give their consent if it is reasonable to expect they will understand what they are making a decision about.

## Copyright

Worcestershire County Council will be holder of the copyright unless agreed otherwise and all stored versions of these videos and/or photographs and/or audio, whether printed or electronic, will be owned by Worcestershire County Council.

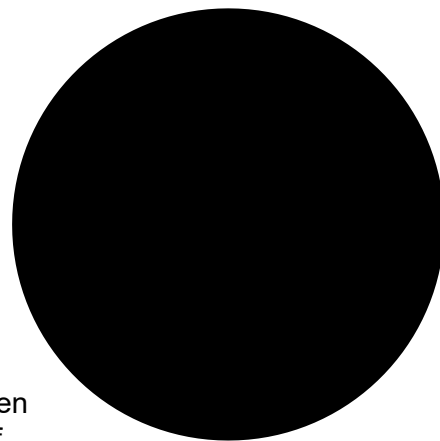
## Instructions on how to complete form:

If you are aged under 13 years - your parent or guardian needs to complete part 1 and part 3

If you are aged between 13 and 16 - complete part 1 and either part 2, or part 2 and part 3 as appropriate

If you are aged 16 or over - complete parts 1 and 2

If you are completing this form on behalf of someone else - complete part 1 and part 3



## Part 1 - Your details

Your name:

Your address:

Your telephone number:

Your email address:

I am ☐ under 13 years old ☐ aged between 13-16 ☒ aged over 16

## Part 2 - Your consent

I consent to my: ☐ photo ☐ video

being used as follows:

- ☐ Shared on Worcestershire County Council, District council and partner organisation social media channels
- ☐ Shared on the Council's, District Council and partner organisation website
- ☐ Shared with news / press media and in press releases
- ☐ Used in electronic Council, District Council and partner organisation publications
- ☐ Used in hard copy Council, District Council and partner organisation publications

Signed:  Date:

## Part 3 - Parent / Guardian / Representative consent (if required)

I am able to agree on behalf of the individual named in part 1 and consent to their:

☐ Photo ☐ Video

being used as follows:

- ☐ Shared on Worcestershire County Council, District Council and partner organisation social media channels
- ☐ Shared on the Council, District Council and partner organisation websites
- ☐ Shared with news / press media and in press releases
- ☐ Used in electronic Council, District Council and partner organisation publications
- ☐ Used in hard copy Council, District Council and partner organisation publications

Your name:

Your address:

Signed:  Date:

## For internal use

Details of shoot / event  Date of shoot / event

Details of photo/filming/audio taken to link consent form to image taken e.g. picture / file reference, details of clothing worn or image setup etc: