

## How to obtain media consent

To meet the requirements of the **General Data Protection Act 2018** (General Data Protection Regulation - GDPR), media consent is required from each person (or the relevant power of attorney, where applicable) that features in your photos before it is issued in the public domain. This includes any communications channels such as your website, press releases and social media platforms.

You should not use any person's personal data, which includes images or information, without their prior consent.

To aid this, you must have a media form in place stating the different channels a person's personal data may be used by you, so they can choose which channels they consent to (e.g. website, social media, brochures, etc.)

Please find on the next page an example of a media consent form. You may wish to use this to support you to create your own media form, however, please note you will need to personalise this to your own communications channels to ensure it meets your own requirements.

**Please note the sample is provided for guidance purposes and RMBI Care Co. cannot provide specific guidance on your own obligations under the General Data Protection Act 2018. If you have any concerns, you should seek further independent advice.**

---

## Media Form Permission - example

We would like to use images and videos for marketing purposes, to demonstrate our support for your care home.

So we can be sure that you are happy for this to occur, we kindly ask that you complete this consent form. If you are not comfortable with us using your photographs, personal data or any recordings, you do not have to complete the form.

You can also withdraw consent at any time by contacting us at [email]

\*If you opt in, your details will be stored on our database and we will continue to request consent on a regular basis. We will not share your personal data with any third parties or store your details outside of the European Economic Area.

The information you provide will be held securely by us, whether the information is in electronic or physical format, and we will only use your data according to the areas consented to in this form.

Name (please print):

I am a:

Resident

Relative/friend of a resident

Member of staff

Other (Please specify)

**I give permission for personal data provided to [Organisation], including photographs and videos of myself, to be used for marketing and publicity purposes by or on behalf of [Organisation]. I consent to my personal data to be used for the following:**

Please tick all that apply.

Local and national media

Newsletters

Website

Social media (e.g. Facebook, X)

Advertising (e.g. brochures, guides, adverts, etc.)

If you are completing the form on behalf of a child or person under 18, or for multiple people, please clearly write each person's name above.

Signed:

Date: