***Please note (delete before finalising)****: You must obtain an image release to allow photography and filming of students whilst they are participating in Advertising Unlocked. Schools should work with agencies to obtain all relevant permissions. A school may already have a template to do this – please ensure that these releases provide the IPA with permission to use the images (see below for example language). If not, here is a template which you can adapt and use.*

*Please be aware that any student under 16 years old must obtain their parent’s or guardian’s permission in addition.*

*If you do not obtain permission from this image release form you cannot to take and post pictures from the day anywhere.*

**Advertising Unlocked**

**Image Release & Permission for Students**

**Details**

Individual’s Name (“You”):

Individual’s School:

Please indicate whether you are aged 16 or over: [ ] Yes [ ] No

If you are under 16, you will need to obtain your parent or legal guardian’s signature

Agency Name (“Us”):

Agency Location:

Date of Visit:

In consideration of the receipt of your invitation to participate in our Advertising Unlocked event, you agree as follows:

**Image Release**

You may be photographed or filmed at our office location, as a part of your participation at our Advertising Unlocked event. You may be identifiable in these photographs or films (collectively “Photography”). We will use this Photography for advertising, marketing, editorial and/or public relations purposes, both in relation to the promotion of current and future Advertising Unlocked events, and also to promote our agency generally. Your images may also be used by the Institute of Practitioners in Advertising for the promotion of current and future Advertising Unlocked events (“Purposes”).

[ ] Please confirm here that you agree for your image and name to be used for the above Purposes.

**Data Protection**

You understand that your personal data will be included in the Photography. This personal data will only be used for the Purposes and will only be retained for as long as necessary in order that it can be used for the Purposes.

In some cases you may be able to request access to and the correction or erasing of your personal data and restrict its processing. You understand that the Photography and therefore your personal data will be made public.

We will only process your personal data where there is a legal basis for doing so. This includes processing that is necessary for performance of this contract, and other processing necessary for our legitimate interests in using the Photography.

More information on how we may process your personal data is available from our privacy policy at [INSERT URL]. If you are concerned about how we are dealing with your personal data, you can contact [INSERT DPO DETAILS] in the first instance. You also have a right to complain to the Information Commissioner’s Office at www.ico.org.uk.

|  |
| --- |
| Agreed between [**INSERT AGENCY NAME**] |
|  |  |  |  |  |
| Signature |  | (print name) |  | Date |
|  |  |  |  |  |
| **STUDENT**  |  |  |
|  |  |  |  |  |
| Signature |  | (print name) |  | Date |

|  |
| --- |
| For children under 16 years old (if applicable) I represent that I am the parent or legal guardian of the minor who has signed the above release, and I hereby agree that the minor and I will be bound by it.**PARENT/LEGAL GUARDIAN** |
|  |  |  |  |  |
| Signature |  | (print name) |  | Date |