

# IMAGE RELEASE & CONSENT FORM

Name of Individual:	
Address:	
Personal email address:	
Date photo taken/ date of film/video:	

This agreement (**Agreement**) confirms the terms on which you agree to allow the University of Southampton (**University**) to collect and use, for the purposes set out below, the **Image**, being any image, portrait or picture, appearance, likeness and form taken and recorded photographically and/or by film/video featuring you and **to** collect, process and retain your **Related Personal Data** being your personal details, specifically, your name, postal address and email address that we need to enable us to use your Image.

**1.** In consideration of your participation in the Photo/Filming above and our undertakings below, you agree that:

**1.1** The University has exclusive permission to use the Image worldwide including in printed media, such as prospectuses, guides, training products, magazines and newspapers; and online, on websites hosted by the University of Southampton and by third parties on the University's behalf for advertising, marketing and educational purposes. [**Specified Purposes**].

**1.2** Your image, portrait or picture, appearance, likeness & form may be taken, recorded and used by the University or any third party listed for any of the Specified Purposes.

**1.3** You will not have any rights to any intellectual property existing in the Specified Purpose and you will not have any right of approval over its creation, development, manufacture, promotion, distribution, publication, manner of use or exploitation.

**2.** You consent to the University:

**2.1** storing copies of the Image for as long as necessary to fulfil the Specified Purposes. You understand that the Image may be kept permanently once it is published and be kept as an archive of University life; and

**2.2** storing your Related Personal Data on its database in case it needs to contact you; and

**2.3** sharing the Image and your Related Personal Data within the University to fulfil the Specified Purposes; and/or

**2.4** sharing the Image and Related Personal Data for the Specified Purposes with third-party service providers who may provide photographic and/or film/video, marketing, design and advertising services to the University.

**3.** You have the right to withdraw the consent you have given at any time by contacting us at: [commssupport@soton.ac.uk](mailto:commssupport@soton.ac.uk). This will not affect the lawfulness of any processing carried out by the University before you withdraw your consent.

**4.** The University is the controller and responsible for the personal data comprising the Image and your Related Personal Data being your name, postal address and email address.

**5. The University will:**

- 5.1** ensure that it complies with the requirements of all legislation and regulatory requirements in force from time to time relating to the use of the Image and your Related Personal Data; and
- 5.2** process the Image and your Related Personal Data in accordance with the privacy notice attached to this Agreement, receipt of which you acknowledge by signing this Agreement.

**6.** This Agreement and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with it or its subject matter or formation shall be governed by and construed in accordance with the law of England and Wales.

**7.** Each party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with this Agreement or its subject matter or formation.

This Agreement will be effective from the earlier of, the date of my signature below or the date of the film/video shoot / photoshoot above.

Signature: _____
Date of Signature: _____

For internal use only: Please reference the file(s) for which the individual is identifiable within in the space below.
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# Privacy Notice - Image Release

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## Introduction

The University of Southampton is a "data controller". This means that we are responsible for deciding how we hold and use your data.

This privacy notice aims to give you information on how the University has collected and will process the following categories of personal data about you:

- the **Image** being a photographic and/or film/video image as described in Schedule 1 of the Image Release Agreement between you and the University to which this privacy notice is attached; and
- the **Related Personal Data** being the related contact details that we need to process to enable us to use and process your Image.

Also referred to collectively in this privacy notice as your data.

This privacy notice only relates to how we will process your data. It is important that you read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing your data, for example, if you are using our [website](#) so that you are fully aware of how and why we are using your data.

This privacy notice supplements the other notices and is not intended to override them. We may update this notice at any time but if we do so a current version can be obtained here.

## What information does the University collect?

We have collected the Image and Related Personal Data, which you have provided to us.

## How will the University use your data?

We will only use your data when the law allows us to. We will use your data in the following circumstances:

- On the basis of your consent.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. Legitimate Interest means the interest of the University in conducting and managing its business. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your data for our legitimate interests. We do not use your data for activities where our interests are overridden by the impact on you.
- Where we need to comply with a legal or regulatory obligation.

## Purposes for which we will use your data

We have set out below, in a table format, a description of all the ways we plan to use your data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us at: [commssupport@soton.ac.uk](mailto:commssupport@soton.ac.uk) if you need details about the specific legal ground we are relying on to process your data where more than one ground has been set out in the table below.

Purpose of processing your data	Data	Lawful basis for processing
Specified Purpose as set out in the Image Release Agreement	Image(s) (photographic and/or film/ video)	Consent
Managing our relationship with you, including: <ul style="list-style-type: none"> <li>•Notifying you of changes to our privacy policy.</li> <li>•Storing your contact details so that we can contact you.</li> <li>•Keeping a record of your consent.</li> </ul>	Image(s), Related Data	<ul style="list-style-type: none"> <li>•Necessary for our legitimate interests to maintain a record of your contact details in case we need to contact you regarding the Image and to to keep our records updated.</li> <li>•Necessary to comply with a legal obligation.</li> </ul>

## Right to withdraw consent

Where you have given your consent and we receive notification that you have withdrawn that consent to the use of the Image for the specified purpose, we will no longer process your data for that purpose and, subject to our [Record Retention Schedule](#), we will dispose of your data securely. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

## Change of purpose

We will only use your data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose, for example, use in educational materials or in a novel form of marketing. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us at [commssupport@soton.ac.uk](mailto:commssupport@soton.ac.uk).

If we need to use your data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so and obtain your consent, if that is appropriate. Please note that we may process your data without your knowledge or consent where this is required or permitted by law.

## Accurate data

It is important that the data we hold about you is accurate and current. Please keep us informed if your details change by contacting us at: [commssupport@soton.ac.uk](mailto:commssupport@soton.ac.uk).

## Processing for limited purposes

We will only process your data for the specific purpose or purposes that we tell you about or if specifically permitted under any data protection legislation and will only process your data to the extent necessary for that specific purpose or purposes.

## Holding and retaining your data

We will only retain the Image and Related Data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Some images or recordings may be kept permanently once they are published and be kept as an archive of University life.

To determine the appropriate retention period for data, we consider the amount, nature, and sensitivity of the data,

the potential risk of harm from unauthorised use or disclosure of your data, the purposes for which we process your data and whether we can achieve those purposes through other means, and the applicable legal requirements. Please see our Record Retention Schedule for more details.

## Who has access to your data?

Your data will be shared internally, to the University for the purposes of producing printed media, such as prospectuses, guides, training products, magazines and newspapers; and online content, on websites hosted by the University of Southampton for promotional and educational purposes.

We may also share your data with third party service providers external to the University who are contracted to provide photographic, film or video, marketing, design and advertising services to the University.

We require all third parties to respect the security of your data and to treat it in accordance with the law. We do not allow our third-party service providers to use your data for their own purposes and only permit them to process your data for specified purposes and in accordance with our instructions.

We may also have to disclose your data if required to do so by law in order to comply with a legal obligation, to protect our rights, interests or property and those of others, act in urgent circumstances to protect the personal safety of our staff, students and the public or to protect us against any legal liability.

By transferring the Image and/or Related Personal Data internally this may involve a transfer of your data outside the European Economic Area (**EEA**) for example, to the University of Southampton Malaysia.

Many of our external third parties are based outside the European Economic Area so their processing of your data will involve a transfer of your data outside the EEA. Whenever we transfer your data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your data to countries that have been deemed to provide an adequate level of protection for data by the European Commission.
- Where we use certain service providers we may use specific approved contracts which give your data the same protection it has in Europe.
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to data shared between the Europe and the US.

## How do we protect your data?

We have put in place appropriate security measures to prevent your data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your data to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your data on our instructions and they are subject to a duty of confidentiality.

Our staff have a legal duty to keep your data confidential. There are strict codes of conduct in place to keep your data safe. Staff abide by the General Data Protection Regulations 2018 and the University Data Protection Policy.

## Your rights

You have a number of rights. You can:

- access and obtain a copy of your data on request;
- require us to change incorrect or incomplete data;
- require us to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;

- object to the processing of your data where we are relying on our legitimate interests as the legal ground for processing; and
- ask us to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the organisation's legitimate grounds for processing data.

If you would like to exercise any of these rights, please use our [online form](#) or write to:

The Data Protection Officer  
Legal Services  
University of Southampton, Highfield  
Southampton, SO171BJ

We may need to request specific information from you to help us confirm your identity and ensure your right to access your data (or to exercise any of your other rights). This is a security measure to ensure that data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

If you are unhappy with the way that we have handled your data you can contact the Information Commissioner's Office. Our registration number with the Information Commissioner's Office is Z6801020. See their website at: <https://ico.org.uk/>. We would, however, appreciate the chance to deal with your concerns first so please contact us in the first instance at: [commssupport@soton.ac.uk](mailto:commssupport@soton.ac.uk)