



Huntington's  
Disease  
Association

# Publicity consent guidelines and form

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# Publicity consent guidelines

## Introduction

It is the Huntington's Disease Association's policy to obtain consent from the appropriate person prior to using an image, photograph, film, audio recording or sharing someone's story for use in materials available in the public domain. This could be from the person themselves, a parent or guardian or next of kin of someone who has passed away.

## Completing the consent form

The guidance below and on the publicity consent form overleaf provides information about how we might use your photograph, your story and any video and audio recordings so that you make an informed decision and provide us with clear consent on what you would be willing to share before any interviews, photography or recordings take place.

The information you provide to us on the form ensures we will never use or share your or your loved one's story, photograph, video and audio recording in a manner you have not consented to.

For any young people under the age of eighteen, consent is required from their parent / guardian. Children aged eight and above must also consent themselves. If a child is under the age of eight, the sole consent of their parent / guardian is sufficient.

If a person has passed away, consent is required from the person's next of kin.

Consent can be provided via email in the event that the publicity consent form is not readily available – in such cases, the HDA representative involved will attach the email to a copy of the form with the relevant information completed.

## Why do we need images, videos and personal stories?

We believe that people living with Huntington's disease and Juvenile onset Huntington's disease have the most powerful stories to tell.

We like to share the photographs and experiences of real people who are using our services to better demonstrate the impact of the charity and our work, and the effect Huntington's has on people's lives.

## How do we use images, videos and personal stories?

We use photographs, videos and personal stories in a range of materials and via a range of mediums to promote the work of the Huntington's Disease Association. This includes, but is not limited to, printed marketing materials, on our website, on our social media channels, in internal and external presentations, in funding applications, in print or online media and on television and radio.

## How long does consent last?

There is no time limit to consent. However, the majority of images, personal stories, video and audio footage are used for approximately five years before being archived for possible future use.

You can change or withdraw your consent at any time by notifying us in writing at [info@hda.org.uk](mailto:info@hda.org.uk) or at Huntington's Disease Association, Suite 24 Liverpool Science Park, ICI, 131 Mount Pleasant, Liverpool, L3 5TF.

Please note that we cannot withdraw personal stories or images already published.



## Publicity consent form

The Huntington's Disease Association often takes photographs, videos, audio recordings and asks people to share their story for publicity purposes. These images, recordings and stories may appear in our printed publications, or online, or both. We may also send them to the news media. We require your permission to do this.

|  |                 |  |  |
|--|-----------------|--|--|
| <b>Full name</b>   |                 |  |  |
| <b>Address</b>   |                 |  |  |
|  | <b>Postcode</b> |  |  |
| <b>Telephone</b>   |                 |  |  |
| <b>Email</b>   |                 |  |  |
| <b>Full name of loved one* (if appropriate)</b><br><i>The person named above gives the Huntington's Disease Association permission to use the image, story, audio / video footage (as appropriate) of the named person to the right who has passed away as their next of kin</i> |                 |  |  |

### How will your photo, video, audio recording or story be used?

- Publications:** Huntington's Disease Association's leaflets, posters, newsletters, magazine and other marketing materials
- Websites:** Huntington's Disease Association's website
- Social media:** Huntington's Disease Association's social media channels (i.e. Facebook, Twitter, Linked in)
- Presentations:** Huntington's Disease Association's internal and external presentations
- Print and online media:** National, regional and local papers; magazines and news sites
- Television and radio:** National and regional television; national and local radio

We would like to be able to use and share your story in all of the ways listed above but do understand if you would prefer not to appear on particular platforms. If there is any way you would not like your information used or shared listed above, please indicate below:

|  |
|--|
|  |
|--|

Please tick the box below and sign this form if you are happy to give permission for your image and / or story to be used by the Huntington's Disease Association for the purposes outlined above and if you understand that websites and other online media can be seen throughout the world and not just in the United Kingdom, where UK laws apply. It is important to note that images and stories already published cannot be withdrawn. All photographs and video material is copyright to the HDA.

**I am happy to give my consent and have read and understand the above:**

**Signature:**

**Date:**

If you are under 18, we also need written permission from a parent / guardian:

**Signature\***

**Date:**

\* If a child is under eight years, the sole consent of their parent / guardian is sufficient.

*Office use: If consent has been received by email a copy must be attached to this form and the form completed on behalf of the individual in accordance with their specified consent.*