

## Client and Resident Marketing Material Usage Consent Form

Please read this information – or have someone read it to you – before signing your name on the next page.

### Why are we collecting your personal information?

ECH collects personal information to explain and promote ECH programs, services, events and activities (**ECH Activities**) and seek your consent to collect, use and disclose your personal information to promote ECH Activities.

### What personal information will be collected?

We are seeking your consent to collect, use and disclose:

- your photo, and/or
- a digital recording, audio recording or video recording of you, and/or
- any verbal quotes you have given in person or over the phone, and/or
- information to describe your image, such as your gender, age, hair or clothing worn, and/or
- information about your experience with an ECH Activity
- other personal information such as your name and where you live.

### How will your personal information be used?

If you sign this consent form, we may use your personal information (including, if you consent, your name and where you are from) in any of the following:

- printed publications such as brochures, booklets, fact sheets
- display banners and posters
- television, radio and newspaper advertisements and other media

- internet pages (including our website [www.ech.asn.au](http://www.ech.asn.au) and/or ECH social media websites).

We may also share your personal information with contractors working on our behalf and/or media outlets.

### How will your personal information be protected?

We take our privacy obligations under the *Privacy Act 1988* (Cth) very seriously. We will collect, use, record, disclose and store your information in accordance with the law, this document and ECH's Privacy Policy at [www.ech.asn.au/en/privacy](http://www.ech.asn.au/en/privacy)

### Who will own copyright?

ECH will own all rights and copyright in any photos, digital recordings, videos and other material produced with your information. If you receive a copy of your photo, digital recording, video or other material you won't be able to publish it without permission from ECH.

### Access and correction of personal information

If you would like to access or seek correction of any personal information we have collected under this consent form, you can contact us using the contact details available in ECH's Privacy Policy [www.ech.asn.au/en/privacy](http://www.ech.asn.au/en/privacy).

### Privacy complaints

The ECH Privacy Policy also contains details of how you can make a complaint to us about a breach of your privacy.

- Acknowledge that I will not receive payment for my personal information being used as set out above
- Give consent for my personal information to be used by ECH in publications, products, video productions, audio productions and public relations activities for the purpose set out above (including after I cease any relationship with ECH)
- Give consent for ECH staff and contracted suppliers of photographic, audio, film and video services to collect, disclose or use descriptive information about me to identify me in photographs, audio recordings, video recordings, personal quotes and other materials for the purpose set out above
- Give consent for ECH staff and contracted suppliers to use my name, where I am from and organisation name (if applicable) for the purpose set out above
- Acknowledge that I (or my authorised representative) can withdraw this consent at any time at any time by notifying the ECH using the contact details available in ECH's Privacy Policy [www.ech.asn.au/en/privacy](http://www.ech.asn.au/en/privacy), at which time ECH will cease using the interview and/or photographic material as soon as practical.