

Photo, Award Story and Video Footage: Global Consent Overview

This form details the way that you (or the child/dependent that you are legally responsible for, where the child/dependent is under 18) can expect your photos, video footage, audio recordings (digital assets) and data (such as your name, date of birth, country of residence and Award details) to be captured, stored and used by The Duke of Edinburgh's International Award Foundation ('the Foundation'), any of its National Award Operators and/or organisational partners ('the International Award Association').

Why do we gather this material?

Your Award stories are very important to us. We gather your stories, memories and Award content to help us promote The Duke of Edinburgh's International Award and demonstrate the benefits it brings for young people and their wider communities all around the world. By sharing your stories, we can inspire new participants to get involved and more adults and organisations to support and run the Award.

How will it be used?

By giving your consent, you allow the Foundation and our trusted network and partners to use your digital assets to promote the Award via our online platforms (such as our website), our social media channels (Facebook, Twitter, YouTube, LinkedIn and Instagram), our advertising and promotional material (including printed and digital publications) and to international media (print, TV, radio).

By giving your consent you acknowledge that you won't be paid for allowing the digital assets to be taken or used. You give permission freely and have no interest in the copyright of the assets.

How will it be kept?

The digital assets will be retained on a secure database and in line with the Foundation's [Data Protection Policy](#).

How long will it be kept?

The material will be kept for 10 years from the date of consent. For full information as to how we deal with personal information and your rights in relation to your information please see our [Privacy Policy](#).

Who can use it?

The Duke of Edinburgh's International Award operates worldwide through our trusted network and partners. In addition to the Foundation, our National Award Operators and or organisational partners may use these assets for Award promotion within the International Award Association.

How do I remove my consent?

You can withdraw consent at any time and/or object to your personal information being used for marketing. Your material will be removed upon request, however it won't be possible to remove photos which have already been published, for example, in printed publications.

For more information

If you have any questions about how the digital assets are being used, or if you would like to withdraw your consent, please contact brand@intaward.org