



DEMENTIA CARE



NURSING CARE



HELP AT HOME



GAS & ELECTRICAL CARE



IMAGE CONSENT FORM

Occasionally, we take photographs of residents at the home. We may use these images in our brochure or in other printed publications that we produce, on displays in our homes and on our website. We may also make video or webcam recordings, monitoring or other marketing use.

We also send images to the news media, or our home may be visited by the media who will take their own photographs or film footage. Residents will often appear in these images. The news media may use the images in printed publications (including local or national newspapers), on televised news programmes or on their website. They then store them in their archive. They may also syndicate the photos to other media for possible use, either in printed publications, on websites, or both. When we submit photographs and information to the media, we have no control on when, where, if or how they will be used.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your relative or person you are responsible for.

Conditions of use:

1. The images we take will be of activities that show the home and our residents in a positive light.
2. Embarrassing or distressing images will not be used. The images will not be associated with negative or sensitive issues.
3. We may use group photographs or footage with very general labels e.g. 'xmas festivities.'
4. We will only use images of your relative who are suitably dressed.
5. We will make every effort to ensure that we do not allow images to be taken of any resident for whom we do not have permission or who are 'at risk' or disallowed from having their photographs taken for legal or social reasons.
6. We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended. However, we cannot guarantee this and take no responsibility for the way images are used by other websites or publishers or for any consequences arising from publication.
7. Images to be sent to you of your loved ones via email

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies. In giving your consent you understand that images may be used in printed and electronic form.

Name of Resident: _____

Resident / POA / Relative signature: _____

Name (in block capitals) _____

Date: _____

