

## What is the purpose of this document?

Liberator is committed to protecting the privacy and security of your personal information.

This consent request describes how we collect and use personal information about you during your relationship with us, in accordance with the General Data Protection Regulation (GDPR).

It applies to all Liberator customers who are supplying Liberator with media data samples for marketing purposes for use with your explicit consent. Liberator would love to utilise customer media that shows how AAC benefits and enriches the lives of its many customers. But we can only do so if you provide consent by signing your preferences below:

## When and how we collect your personal data:

### Marketing

We want to show others how AAC, in conjunction with Liberator products, enriches the lives of its many customers. We want to do this by using your personal media data for Liberator Business use, but in particular around marketing and advertising.

### Data types and usage

As part of this process, we will use and possibly share your Identity from facial recognition data which is contained within videos or photographs etc. We will then use this data for advertising or marketing purposes, this could be contained and used within brochures, on our websites or other sales information which is both printed on paper, or distributed electronically. We will not share any other type of your personal data with anyone else beyond this. Please note that sharing this data may, by its nature, also provide other data classified as sensitive data under GDPR, e.g. medical condition indirectly, which could be identified from viewing the consented media. This media may have been filmed or recorded by Liberator during various business events, or it may be data you own and have chosen to share with Liberator.

### Third-party marketing

We will share your personal data publicly outside of Liberator for marketing or other purposes.

I/we \_\_\_\_\_ hereby grant to Liberator Ltd and persons acting for or through them the right to reproduce, assign or distribute photographs, films, written material, video and sound recordings of myself/my child or as a presenter within this media data, for use in materials they may create. These materials may be used anywhere worldwide.

**Signature:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Guardian/Parent:** \_\_\_\_\_

Liberator will hold data in line with our Privacy Policy. This can be viewed on our Exhibition stand or is available from any staff member, it can also be viewed on our website:

<https://www.liberator.co.uk/privacy-policy>

### Opting out

If you would like us to remove your details from our databases and remove your consent for Liberator to use your media data, then please contact our Data Privacy Manager by e-mail to opt out:

[data.controller@liberator.co.uk](mailto:data.controller@liberator.co.uk)

Alternatively, you can contact Liberator Customer Support by phone: 01733 370470 (option 2) during normal business hours to opt out verbally.

Kind regards,  
Mick Davies  
Liberator Sales & Marketing