**Use of personal information consent form for use in communications, public relations and / or marketing**

**Consent form for patients, carers, family members or the public**

The person completing this form gives Leeds and York Partnership NHS Foundation Trust (the Trust) permission to use written information, photographs, audio recordings and video footage in which they are identified for the project described below.

The use of personal data will not be limited to one publication or communications channel. This may include the Trust’s magazine, intranet, website, social media channels, annual report etc.

|  |  |
| --- | --- |
| **Name and short description of project** |  |
| **Name of person giving consent** |  |
| **Your phone number** |  |
| **Your email address** |  |
| **Signature**  **(electronic image files are acceptable)** |  |
| **Date of consent given** |  |

**Consent options**

|  |  |
| --- | --- |
| **Tick boxes where consent is given** | **Consent description** |
|  | **Project specific consent for Trust communications channels**  I give consent for the use of my personal data described above expressly for the purposes of the project described above for up to two years. This can be used in all of the Trust’s communications channels including social media. |
|  | **Project specific consent for trusted partners and accredited news media**  Some of the projects we undertake will involve sharing your information with trusted partners and accredited news media organisations to achieve project objectives. Where this is the case I confirm this has been explained to me and I consent to my information being shared with trusted partners and accredited news media organisations. |
|  | **Extended scope consent**  I give consent for the use of my personal data as described above for up to two years from the date on this form for use in other projects, publications or communications channels by the Trust. |
|  | **Contact after two years**  I give consent to be contacted two years from the date on this form for the Trust to seek permission for the continued use of my personal information. |

**Third party consent for children and those unable to give informed consent**

If the person is under 13 years of age or unable to give informed consent, please complete the table below:

I, as a parent, carer, legal guardian or official advocate/representative of the person named above, agree to give consent as outlined above.

|  |  |
| --- | --- |
| **Name of parent, carer or legal guardian giving consent** |  |
| **Phone number (if different)** |  |
| **Email address (if different)** |  |
| **Signature (electronic image files are acceptable)** |  |

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More information on the Trust’s communications channels, trusted partners and accredited news media referenced above can be found on our website at [www.leedsandyorkpft.nhs.uk/corporate/media-area/consent](http://www.leedsandyorkpft.nhs.uk/corporate/media-area/consent).

Printed copies can be supplied on request.

**Next steps**

Once completed, a copy of this form will be retained by the Trust’s Communications Team, and one copy will be shared with the person giving consent. The person giving consent is able to withdraw their consent for the use of their image, audio recording, video footage or personal information at any time.

**Withdrawing your consent**

To withdraw consent please contact the Trust’s Communications Team on 0113 85 55989 or email [communications.lypft@nhs.net](mailto:communications.lypft@nhs.net)

**Privacy Notice**

The Communications Team is part of Leeds and York Partnership NHS Foundation Trust (“the Trust”). Leeds and York Partnership NHS Foundation Trust is the accountable Data Controller for data processed by the Communications Team. Contact addresses are as follows:

|  |  |  |
| --- | --- | --- |
| **Communications Team** | **Head Office** | **Data Protection Officer** |
| 2150 Century Way  Thorpe Park  Leeds LS15 8ZB | 2150 Century Way  Thorpe Park  Leeds LS15 8ZB | St Mary’s House, North Wing,  St Martin’s View  Leeds LS7 3LA |

The Communications Team will collect, securely store and process information relating to your image, footage and personal information. Data processed will be based solely on your consent, and we will specify how your information will be used as part of this consent.

The Trust will only share information collected as part of the project described above with trusted NHS partners and accredited news media organisations where there is significant benefit or value in doing so, based on your consent. Any work with the news media will be discussed beforehand to ensure subjects are comfortable and willing to participate.

Your data will be stored on secure servers managed by the Trust and located within the European Economic Area unless shared with trusted third parties as agreed. The Trust will retain and subsequently securely dispose of records in accordance with the requirements of the prevailing Data Protection Act & the Records Management Code of Practice for Health & Social Care.

You have a right to request a copy of any and all the records the Trust holds that are about you, which we will provide to you within 30 days of receiving your written request. We will correct any factual errors within your records. You have a statutory right to raise a complaint with the Information Commissioner’s Office if you feel we have failed to honour your rights under Data Protection legislation. You have the right to withdraw your consent for the use of your information at any future time.

Last updated: 20 June 2019