



G&T Events Ltd (trading as Future Survival)

Marketing Consent and Media Use Policy

This is a core policy that forms part of the induction for all staff. It is a requirement that all members of staff have access to this policy and sign to say they have read and understood its contents.

Date written: 2nd June 2025

Date of last update: 2nd June 2025

Date agreed and ratified by: 3rd June 2025, Mr G Broadbent, Director

Date of next full review: 1st June 2026

This policy will be reviewed at least annually and/or following any updates to national and local guidance and procedures.

1. Purpose

This policy outlines how Future Survival collects, uses, and manages customer consent for marketing communications, photographs, and video usage. It is designed to comply with the **Data Protection Act 2018** and uphold customer rights in accordance with guidance from the **Information Commissioner's Office (ICO)**.

2. Consent for Marketing Communications

Booking System Consent (Roller)

Customers are given a clear option to opt into marketing communications at the time of booking via our booking system (Roller). This ensures consent is:

- **Informed** – the purpose and nature of marketing is explained clearly;
- **Freely given** – customers are not required to opt in to proceed with bookings;
- **Specific and unambiguous** – only those who opt in will receive marketing content.

Managing Email Subscriptions

Marketing emails are managed using **Campaign Monitor**. All emails contain:

- A clear unsubscribe link;
- Identification of Future Survival as the sender;
- Details of what is being promoted;
- Any relevant terms and conditions.

Unsubscribing is straightforward and does not involve pop-ups, barriers, or hidden opt-out links.

Opting Out and Your Rights

Customers can opt out of marketing communications at any time. Support and further guidance on privacy rights can be found via the **Information Commissioner's Office (ICO)** at www.ico.org.uk.

3. Photo and Media Consent

General Media Policy

We often capture photos and videos during sessions, events, and activities for marketing and promotional purposes across print and digital platforms. To ensure transparency and compliance:

- Customers are given the choice to **opt in or out** of photo and video consent via our **electronic waiver system**.
- **Signage** is placed at entrances reminding all visitors of ongoing photography and video usage for marketing purposes.
- Consent is gathered explicitly and stored securely, and no identifiable images will be used without consent.

Safeguarding Exception – Holiday Clubs

We recognise that children attending our **Holiday Clubs** may be vulnerable or subject to safeguarding concerns. Therefore:

- We **do not rely on general signage or waiver consent** for media usage in holiday club sessions.
- Instead, we request **individual, explicit parental consent at the time of sign-up** for any photography or video.
- If consent is not provided, no images or recordings of the child will be used for any purpose.

4. Data Storage and Security

All consent records, whether for marketing or media use, are:

- Stored securely on encrypted systems;
- Retained only as long as necessary for the original purpose;
- Accessible for audit in the event of a subject access request.

5. Compliance and Consequences

Failure to follow these processes may result in a breach of the Data Protection Act 2018. Breaches will be taken seriously and may be referred to the **ICO**. We are committed to ensuring:

- The lawful, fair, and transparent handling of personal data;
- The respectful and appropriate use of all imagery and marketing materials;
- The ability of individuals to withdraw consent at any time.