

## Consent to the use of images/video/audio and other personally identifying material (hereinafter referred to as 'personal data')

In connection with **XXX**, SDU would like to use you in our communication materials. Images/video/audio are personal data according to the data protection rules. The data shall be processed in accordance with the Data Protection Regulation Article 6(1)(a) and Article 9(2)(a), which is the rule of consent. Participation is voluntary and you may withdraw your permission at any time. The University of Southern Denmark (SDU) is responsible for protecting your information which is used in accordance with the purpose.

### **Purpose of using images/video/audio (personal data)**

The purpose is:

To show student life at the programmes or at SDU in general. To invite or draw attention to SDU's various educational and guidance services as well as important application deadlines and Open Day. Other purposes include bridge-building activities aimed at potential students, as well as study and career-relevant information campaigns targeting enrolled students. Finally, SDU is obliged to disseminate research to the wider public alone or in cooperation with external partners.

The personal information processed is:

Name and gender

### **How we use images/video/audio (personal data)**

SDU wishes to use images/video/audio or other personally identifying materials (e.g. digital avatar) for internal and external communication via its own platforms, including websites and print media. For that purpose, digital and social media platforms and outdoor platforms will be used. The purpose is for editorial use as well as for national and international marketing and information campaigns aimed at our target groups: potential students and their parents, enrolled students, partners and foundations, and potential new employees.

Images/video/audio will be published on the mentioned platforms for a period of at least 3 years from the time of recording. If you wish to withdraw your permission to use your person in the above-mentioned contexts, this can be done at any time by contacting SDU. Pictures/video/audio of you may appear beyond the 3 years, especially on SDU's internal platforms.

### **Deleting and storing your information**

SDU will delete information when storing it is no longer relevant. Your information will be deleted from SDU no earlier than **XXC** (3 years from today) and no later than **xxx**. If you wish to have your personal data deleted sooner, you can withdraw your consent.

Please note that:

- you can always withdraw your consent, and thus SDU is obliged to delete the material we have about you,
- you have the right to inspect the data we have of you,

- you have the right to demand rectification or deletion of the material
- you have the right to complain to the Danish Data Protection Agency about the processing of the material via [www.datatilsynet.dk](http://www.datatilsynet.dk).

## Summary

### Disclosure

Information where you can be identified will be published starting from **XXX** (insert month and year). It is used for at least 3 years. The purpose is to inform about SDU's offerings through editorial use and campaigns. This is done through SDU's own platforms such as websites, as well as on digital and social media.

## Declaration of consent

I understand that participation is voluntary.

I hereby allow my personal data in the form of images/audio/video or other personally identifiable material to be published, cf. above.

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Date

Name

Signature