****

**MS Society Basic Consent Form**

Thank you for your time and sharing your information with us. Please read and complete this form before we take, or you provide us with your personal data (hereinafter ‘your content’).

The MS Society (hereafter ‘us’ and ‘we’ and ‘our’) will use your personal content and information to record, advertise and promote our work, raise funds and campaign on behalf of our supporters.

**What is Personal Content?**

Personal content (your content) is any data which identifies a living individual. It includes photos, videos, interviews, blogs, stories and case studies, written quotes, audio, social media posts and information which can be combined to identify you.

**Where we’ll use your content**

We’ll use your content in our marketing communications. These include, but are not limited to, newsletters, publications, press releases, websites, briefings, mailings, social media and audio-visual productions. Sometimes we may also supply your content to organisations we work with to manage and deliver our projects and support services. We may sometimes use your content without connecting it to your name, context or story.

**How long we’ll use your content for**

We’ll use your content for a 7-year period for adults and a 5-year period for children. However, published items created from your content may remain accessible for an indefinite period.

Content published on websites may be viewed throughout the world including in countries whose data and privacy protection laws are not equivalent to those in the UK. When we publish and use your content in the ways outlined above, it is difficult or impossible to withdraw usage once published.

**Our lawful basis for processing your content**

We use legitimate interests to use your data in the ways outlined above. This allows us to develop our reach and representation, raise more funds for our vital work in campaigning and research and to improve our services for everyone affected by MS. You have the right to object to this processing.

If you provide us with special category data for example your health, diagnosis or equality and diversity information or you are under 18\* years of age, we only process this with your explicit consent or the consent of your parent/guardian.

**Your details**

Completed by the person who is featured in, or has provided the content.

1. What is your full name?
2. What is your email or/and telephone number? We’ll only use this to contact you with any queries about your content or about this form. Please provide at least one means of contact.
3. Please check this box if you would like to remain anonymous:

This means you will not be named or otherwise captioned in published content. However, you may still be recognised from still and moving images and will also be identifiable to MS Society staff managing events and the content library.

1. If you’re under the age of 18, we must have written consent from your legal guardian or parent. Please note that a child of 13 years and over can exercise their own rights to withdraw use of their personal content. Email us at [brand@mssociety.org.uk](mailto:brand@mssociety.org.uk) to withdraw further use.

I am under the age of 18 (Go to Q5)

I am over the age of 18. (Go to Q6)

1. If the materials include images of or reference to children under 18 years of age in your care, please sign your full name and contact information to confirm consent. Please include the name and age of the young person(s) in the box below.

Your name and contact information

Name and age of your child/child in your care

Not applicable

1. Who is your contact at the MS Society (if applicable)
2. Name and date of the shoot or event you took part in, or date you provided us with content.
3. If you are providing us with original content (not content that we have taken of you), you must confirm that you have the necessary rights over the provided content and understand how it can be used.

I confirm that I have the necessary rights over the content I have provided and have full understanding of how it can be used.

Not applicable

1. ☐I consent for the MS Society to process any special category data I or my child have provided (for example, my health condition).

Date signed

Thank you for trusting us with your data. We'll do all we can to keep it safe. To find out more about how the MS Society use and manage your personal data and your rights, you can see our full privacy notice at [www.mssociety.org.uk/privacy](http://www.mssociety.org.uk/privacy).  
  
You can also update your details or change the way we contact you by emailing [supportercare@mssociety.org.uk](mailto:supportercare@mssociety.org.uk) or calling 0300 500 8084

Thank you so much – your contribution is very much appreciated!