

## Marketing Feedback Consent Statement

This policy applies to Impact Futures Group and its trading brands, including but not limited to Tend, The Childcare Company, and First Response First Aid (FRFA), hereafter collectively referred to in this document as “the Group” or “we/us/our”. Where a policy is not applicable to all brands or entities, this will be clearly stated within the document.

### Purpose of this Notice

When providing feedback about the Group, you will be asked to grant approval for us to use the information that you provide us in line with The Consent Statement. It is imperative that you grant written approval yourself and that you do not impersonate anybody else. Your consent may be captured through email communication or through a recorded video or audio conversation, and it will be made clear to you that your consent to use your feedback for marketing purposes is in line with The Consent Statement. If you notice feedback being shared that is impersonating you which you did not submit, please contact our Marketing team immediately

1. By responding to our request for your consent via written communication, you enter into this Agreement with Impact Futures / The Childcare Company, herein referred to as Impact Futures. You have been informed and understand that Impact Futures may wish to produce videos and/or images that contain your name, likeness, image, voice, appearance, job title and organisational name.
2. You accept that any feedback that you provide and anything associated with your journey may be shared in print or digital format for marketing purposes by Impact Futures.
3. You also accept that if the Group wish to make further productions based on your journey, name, likeness, image, voice, appearance, job title and organisational name, this may be recorded and adapted as part of any production, hereafter referenced to as “Production”.
4. You grant the Group and its designees the right to use your name, likeness, image, voice, appearance, and performance as embodied in the Production whether recorded on or transferred to videotape, video files, film, slides, photographs, audio tapes, or other media, now known or later developed.
5. This grant includes without limitation the right to edit, mix or duplicate and to use or reuse the Production in whole or part as the Group may elect. the Group or its designees shall have complete ownership of the Production in which you appear, including copyright interests, and you acknowledge that you have no interest or ownership in the Production or its copyright.
6. You also grant the Group and its designees the right to broadcast, exhibit, market, sell and otherwise distribute the Production, either in whole or in parts, and either alone or with other productions, for commercial or non-commercial television or theatre, closed-circuit exhibition, home video distribution or any other purpose that Impact Futures or its designees in their sole discretion may determine. This grant includes the right to use the Production for promoting or publicising any of these uses.
7. You confirm that you have the right to enter into this Agreement, that you are not restricted by any commitments to their parties, and that Impact Futures has no financial commitment or obligations to you as a result of this Agreement.

8. You hereby give all clearances, copyright and otherwise, for use of your name likeness, image, voice, appearance, job title and organisational name embodied in the Production. You expressly release and indemnify the Group and its officers, employees, agents and designees from any and all claims known and unknown arising out of or in any way connected with the above granted uses and representations. The rights granted to Impact Futures herein are perpetual and worldwide. You confirm that your permission as granted under this agreement will supersede your death and that your next of kin is aware of this.
  
9. In consideration of all the above, you hereby acknowledge receipt of reasonable and fair consideration from the Group. You have read the foregoing and understand its terms and stipulations and agree to all of them. All data will be held in line with our Privacy Notice. You can request deletion of your data at any time

### Document control

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<b>Document Title</b>	Marketing Consent
<b>Version</b>	1
<b>Original Author</b>	Unknown
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<b>Author of Revision</b>	Rhodri Andrews, HR Director
<b>Date of Revision</b>	August 2025
<b>Revision Number</b>	1
<b>Reason for Revision</b>	Move to new branding template
<b>Amendments</b>	Refreshed for website to cover Impact Futures Group and document control included

**Signed:** *Rhodri Andrews*

**Print Name:** Rhodri Andrews

**Job Title:** Marketing Director