

# MAYOR OF LONDON

## Case Study Consent Form

### Consent

#### **Sharing your story: Skills for Londoners Community Outreach Programme – case study collection**

Thank you for helping us communicate about learning as part of our Skills for Londoners Community Outreach Programme. By sharing your story and supporting us to develop content such as quotes, photos, and videos, we can raise awareness of adult learning opportunities and encourage more people to gain new skills and progress in work.

#### **About Skills for Londoners Community Outreach Programme**

The Skills for Londoners Community Outreach Programme is a vital initiative led by the Mayor of London, dedicated to enhancing adult education and skills provision throughout the city. This programme is aiming to make adult education more accessible, relevant, and community oriented. The aim of the programme is to increase participation in adult learning, raise awareness, overcome barriers and to promote opportunities to adult learning.

#### **How we might use your data and content**

The GLA might use your first name, age, where you live, and the content we create with you such as your story, comments, photo and/or video in/with:

- Internal communications (e.g., intranet, presentations)
- Digital and printed communications (e.g., website, social media, email, leaflet)
- Marketing campaigns, advertising, or media (e.g., events, paid for social media, outdoor advertisements, audio adverts, posters, national/local press)

We may share your information with other government departments and/or third-party organisations such as the Department for Education. There may also be opportunity to include content in PR and media opportunities, locally, regionally, and nationally. Occasionally we may need to make changes to the content (e.g., use a quote from a transcript, make a video shorter), but we will make sure this does not change the intended meaning.

#### **By signing this form, you are declaring that you understand and are consenting to changes being made.**

We may contact you directly to ask for more information or to discuss individual requests from journalists, such as face-to-face or telephone interviews. You are not obliged to take part in any additional activity with the media. If you are directly approached by a member of the media to discuss adult learning initiatives, but you have not been advised by the GLA about a member of the media contacting you, please let us know and we will appreciate it if you do not discuss the offer with them.

We will store your content and contact details in a secure GLA system with access restricted to key project contacts. We will hold your data 7-years after the project has been completed. After this period, we will delete your personal data from our system. Please take a look at our [privacy policy](#), which explains how and why we use and store your data.

You can withdraw your consent at any time. If you withdraw consent, we will permanently delete your data relating to this scheme from our system and will not use them in future materials. If your content has been used in the past, we will take practical steps to remove it

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where possible (e.g., on our website) within a reasonable timeframe. However, we cannot guarantee that your content can be entirely removed from circulation due to the nature of digital / printed materials and advertisements. If you have any questions or you would like to withdraw consent / change your contact details, please email us at [SFLCommunityOutreachProgramme@london.gov.uk](mailto:SFLCommunityOutreachProgramme@london.gov.uk).

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**Please complete and return the form below.**

### Details:

Full name: (IN BLOCK CAPITALS):

\_\_\_\_\_

Address: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Date of birth: \_\_\_\_\_

### Consent:

I give permission for my content to be used by the GLA for:

*(Tick all that apply)*

- Marketing campaigns, advertising, or media
  - Partner/affiliate communications
  - Internal communications
  - Digital and printed communications
- Please tick to confirm that you are happy to be contacted by GLA and the Department for Education (DfE), as the funder of the Skills for Londoners Community Outreach Programme.

I have read this consent form carefully and fully understand its meaning and implications.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Data protection:** The information that you provide here will only be used to contact you about sharing your story in our communications work. We will not pass any details recorded on this form to any organisations that are not mentioned in our privacy notice without your permission.