

## Content Permissions Policy

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### 1. Purpose

Ardoch Limited (ABN 48 119 813 188) ("**Ardoch**") is a children's charity providing educational support for children and young people experiencing disadvantage. Our vision is that every child's potential is realised through full participation in education.

In this policy, the term "**Content**" is used to refer to all photographs, video footage, letters (whether written by, or addressed to, children and young people), blog posts, and any other content that may be created in the course of Ardoch's programs and charitable activities.

This Content Permissions Policy explains how Ardoch collects, uses and discloses Content in the course of its charitable work, while recognising and respecting the privacy rights of children and young persons involved in Ardoch's programs. Ardoch encourages parents & guardians to read this Policy and to contact Ardoch if they have any questions or comments.

This Content Permissions Policy is one of the ways Ardoch seeks to facilitate and maintain a respectful and safe environment for children, and all participants in our service, as well as maintain professional and trusting relationships with our partner schools and childcare centres ("**Partner Sites**"). By setting out clear guidelines regarding acceptable use of Content, Ardoch hopes to minimise the risk of harm to children and young people that could occur if their personal information were misused.

## 2. Scope

This Policy regulates the conduct of Ardoch's Board of Directors and all Ardoch Staff, Volunteers and Students on Placement, including those who:

- ★ work in Ardoch offices;
- ★ volunteer at Ardoch Partner Sites (schools and early childhood centres), and are directly supervised by staff from those Partner Sites; and
- ★ volunteer in Ardoch programs and have one-off contact with children (e.g. volunteers involved in the Literacy Buddies®, Numeracy Buddies and Broadening Horizons programs).

This Policy is to be read together with Ardoch's Privacy Policy and Child Safety Policy, both of which are accessible on Ardoch's website, here: <https://www.ardoch.org.au/about/our-policies>.

From time to time, third parties may seek to create or collect Content during Ardoch activities, for that third party's own use (e.g. where the third party wishes to create an in-house corporate video or promote its support of Ardoch activities via its own communication channels). In those circumstances, this Content Permissions Policy and the Content Permissions Forms attached may not cover the proposed collection, use or disclosure, and may need to be read in conjunction with any consent form or privacy policy of that third party.

Any third party requests to collect Content for that third party's own purposes should be referred to the National Programs Manager for advice on the appropriate steps to take. Where reasonably practicable, Ardoch will review any Content collected by the third party, and will request the third party not use or disclose any Content that would not have been appropriate for the proposed use/disclosure under this Content Permissions Policy..

## 3. How Ardoch collects Content

Ardoch obtains written Content, such as **letters and blog posts**, when it is written by Ardoch volunteers, and children and young people, in the course of participating in Ardoch programs that involve a written component, such as Literacy Buddies® and Numeracy Buddies. Ardoch may itself retain copies of the written Content, but may also be provided with copies of the Content by Ardoch Volunteers or the relevant Partner Sites.

Ardoch creates audio/visual Content, such as **photographs and video**, when Ardoch Staff who are participating in or supervising Ardoch activities make recordings on devices approved by Ardoch.

Ardoch may also collect audio/visual Content, such as **photographs and video**, from the staff of Ardoch Partner Sites (schools and early childhood centres). This includes, for example, where a staff member of a Partner Site has taken photographs or video recordings of students participating in Ardoch programs, in accordance with the Partner Site's privacy obligations. In these circumstances, the Ardoch Partner Sites are required to comply with the responsibilities set out in section 5 below.

Ardoch volunteers (including those volunteering on behalf of corporate supporters) are **not permitted** to take photographs, video, or other recordings of children or young people involved in Ardoch programs on their own devices. This rule, and other responsibilities of Ardoch volunteers, is set out further in the Child Safety Code of Conduct, Appendix 1 to Ardoch's Child Safety Policy, which can be accessed on Ardoch's website ([www.ardoch.org.au](http://www.ardoch.org.au)).

## 4. How Ardoch uses Content

In general, and subject to the conditions set out below, Ardoch may reproduce, adapt, publish, communicate to the public and cause the Content to be seen in any of the following:

- ★ in external publications, such as newspapers and magazines;
- ★ in both printed and electronic copies of Ardoch's annual report; program, regional and school reports prepared by Ardoch; funder reports and applications; Ardoch office displays, posters and brochures;

recognition awards given by Ardoch, information and training guides prepared by Ardoch; activity booklets, and other publications of a similar nature;

- ★ in television and radio segments or advertisements;
- ★ on Ardoch's intranet and Internet websites, and profiles/webpages controlled by Ardoch on social media platforms, such as YouTube, Facebook and Twitter, and blog websites that Ardoch has incorporated into its programs;
- ★ in email or printed correspondence sent by Ardoch to people who may be interested in supporting Ardoch's charitable work; and
- ★ occasionally, and only with Ardoch's prior permission (see section 7 below), in publications by Ardoch's partner organisations (such as corporate sponsors and other charitable foundations), for use by those organisations for similar purposes.

### **Conditions On Permitted Use of Content:**

Ardoch reproduces, adapts, publishes, communicates to the public and causes the Content to be seen for the purposes described above, if the following conditions are met:

- a. For Content written by Ardoch Volunteers, such as **letters or blog posts**, only if all of the following are in place:
  - a Content Permissions Form has been provided to Ardoch by or on behalf of the author of the Content and the intended recipient;
  - names are removed from the Content (or the real names are substituted with fake names);
  - information in the Content cannot reasonably lead others to discern the identity of the author or the recipient; and
  - where reasonably practicable, the author has been informed of the proposed use and has confirmed that the Content can be used for that purpose.
- b. For Content written by students participating in an Ardoch program, such as **letters or blog posts**, only if all of the following are in place:
  - a Content Permissions Form has been provided to Ardoch by or on behalf of the author of the Content and the intended recipient;
  - names are removed from the Content (or the real names are substituted with fake names);
  - information in the Content cannot reasonably lead others to discern the identity of the author or the recipient;
  - the name of the school or relevant Partner Site is not included; and
  - where reasonably practicable, the relevant Partner Site has been informed of the proposed use and has confirmed that the Content can be used for that purpose.
- c. For audio/visual Content that depicts students participating in Ardoch programs, such as **photos and video footage**, only if all of the following are in place:
  - a Content Permissions Form has been provided to Ardoch by or on behalf of each individual who is identifiable in the Content (ie each child and volunteer pictured);
  - names of any children or young people appearing in the Content are not disclosed together with the Content; and
  - where reasonably practicable, the relevant Partner Site has been informed of the proposed use and has confirmed that the Content can be used for that purpose.

### **Prohibited Uses of Content:**

Ardoch does not permit the collection, use or disclosure of Content in any of the following scenarios:

- a. Volunteers are not permitted to take photos of children or young people in any Ardoch programs on their own devices.
- b. Volunteers are not permitted to include any photos of any children in their Literacy Buddies® letters, even if those photos are approved, and regardless of the nature of those photos.

- c. Children are not permitted to include any photos of any children in their Literacy Buddies® letters, even if those photos are approved, and regardless of the nature of those photos.
- d. Where the Content depicts, or appears to depict, a demeaning representation of any child or young person.

## **5. Responsibilities of Ardoch Partner Sites**

Ardoch relies on the support of its Partner Sites (schools and childhood centres) to help maintain the safety and security of children and young people.

Ardoch requires its Partner Sites to distribute the Content Permissions Forms set out in the Appendices to this Policy to parents and guardians of the children and young people intending to take part in Ardoch programs. There are specific forms for the Literacy Buddies® and Numeracy Buddies programs (Appendix 2 and Appendix 3, respectively). For students participating in Broadening Horizons, or any other Ardoch program, the generic form at Appendix 1 is to be used.

Occasionally, Ardoch will allow a Partner Site to issue its own permission slip to parents and guardians in substitution for (but containing substantially the same information as) the Content Permissions Forms set out in the Appendices to this Policy. Before any Partner Site may do so, Ardoch must first be given an opportunity to review the proposed permission form. The Partner Site may only use a substitute form if Ardoch has provided written confirmation that the proposed form is acceptable to Ardoch.

In the event permission is not given for a child or young person to participate in an Ardoch program, Ardoch relies on the Partner Site to advise Ardoch of that fact and to ensure they do not participate in the program.

Ardoch also relies on Partner Sites to identify any children for whom permission to participate has been given, but where permission has not been given for the child to be photographed or filmed, or otherwise have Content containing their personal information collected for the purposes set out in section 4 above. Ardoch also acknowledges that there may be other circumstances which would make it inappropriate for a child to be photographed, and requires that Partner Sites identify any such children.

Lastly, in circumstances where Content is collected by Partner Sites and provided to Ardoch, Ardoch also relies on the Partner Sites to have ensured that any copyright in that Content (for example, copyright that may subsist in photographs taken by staff of the Partner Site during an Ardoch program) is licensed to Ardoch for at least the purposes set out in section 4 above. By agreeing to partner with Ardoch and allowing its students to participate in Ardoch programs, to the fullest extent it is able, each Partner Site hereby grants to Ardoch a worldwide, royalty-free, sub-licensable and irrevocable licence to any copyright subsisting in any such Content generated in the course of the programs. Partner Sites must only provide Content to Ardoch in circumstances where the Partner Site has taken all necessary steps to itself obtain all necessary rights (including copyright) to so license that Content to Ardoch.

## **6. How long Ardoch retains Content**

Ardoch will only retain Content for as long as is necessary for the purposes set out in section 4 above. After that time, Ardoch will take reasonable steps to either destroy any Content that contains personal information, or ensure that any personal information is de-identified.

Ardoch generally tries to use Content that is current (within the last couple of years), but occasionally may wish to continue using older Content for the purposes set out in section 4 above. Accordingly, provided that Ardoch obtained consent in accordance with this Content Permissions Policy (or a previous version of this Policy) at the time the Content was collected, Ardoch reserves the right to continue to use that Content, in accordance with this Policy.

If Ardoch receives a request that it stop using any particular Content, or becomes aware of circumstances which

in Ardoch's view make it inappropriate to continue using that Content, Ardoch will endeavour to take all reasonable steps to remove that Content from any material within Ardoch's control that is still in use at that time.

## 7. When Ardoch may disclose Content to third parties for third party use

From time to time, Ardoch may provide Content to certain of its partner organisations, such as Partner Sites, corporate sponsors, and other organisations that support Ardoch's charitable work. Ardoch will only provide such Content where Ardoch considers the third party has a legitimate reason for requesting the Content (such as their own promotional material that describes how they have supported Ardoch's charitable work).

Ardoch will only provide as much Content as Ardoch considers is reasonably necessary, and will only provide such Content:

- a. in the case of audio/visual Content (such as **photographs or video**) that includes images of children or young people, where Ardoch has first ensured that the conditions set out in paragraph (c) of the Conditions on Permitted Use of Content in section 4 above have been met; and
- b. in the case of text Content such as **letters or blog posts** (including any scans or images taken of any hard copy letters, and any printouts of any electronic text), where Ardoch has first ensured that the conditions set out in paragraphs (a) and (b) of the Conditions on Permitted Use of Content in section 4 above have been met.

From time to time, Ardoch may also share Content on webpages controlled by Ardoch, such as Ardoch's own website and its profiles/pages on social media websites such as Facebook and Twitter. In those circumstances, Content may be disclosed to, and become subject to the policies of, the operator of those websites.

## 8. Policy Evaluation and Review

Ardoch is committed to evaluating and reviewing the Ardoch Content Permissions Policy annually.

## 9. Document Management

- |                                 |   |
|---------------------------------|---|
| <b>(a) Policy Manager:</b>      | National Programs Manager   |
| <b>(b) Policy Stakeholders:</b> | CEO;<br>National Fundraising &<br>Engagement Manager;<br>Staff Members. |
| <b>(c) Review Date:</b>         | Annually from date authorised   |
| <b>(d) Authorisation:</b>       |   |

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Position)

Appendix 1 : Generic Ardoch Content Permission Form

# PERMISSION FORM

Dear Parent/Guardian,

This year your child is participating in Ardoch’s highly successful programs to support their education. Occasionally, in the course of running its programs, Ardoch will collect, use and disclose photographs, film, or other content (which may feature your child), for promotional purposes (**Content**). Details of the way in which Ardoch collects, uses, and discloses such Content are contained within Ardoch’s Content Permissions Policy, a copy of which is available at your child’s school or on Ardoch’s website, here: <https://www.ardoch.org.au/about/our-policies>.

If you have any queries or concerns, please contact your child’s teacher at the school, or contact Ardoch directly (contact details overleaf).

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## DECLARATION

I give permission for the Content (including images and film footage in which my child appears) to be collected and used by Ardoch for publications and public relations activities, in accordance with Ardoch’s Content Permissions Policy. In particular, I note that this may include use in print and electronic media, including on the internet and on social media platforms such as Facebook and Twitter, and may include some limited disclosure to third party organisations that support Ardoch’s charitable work (such as corporate sponsors and other charitable foundations), for use by those organisations for similar purposes.

To the extent that I or my child own copyright in any such Content, I also grant to Ardoch the copyright licence described further overleaf.

I have read and understood this notice, and consent to the collection, use and disclosure of my child’s personal information.

- Please tick here if you DO NOT wish your child’s Content to be included in:**
- Ardoch collateral (including Annual Reports, reports, newsletters, brochures, posters);
  - Ardoch marketing and fundraising;
  - Ardoch’s and its partners’ websites & social media pages;
  - Supporters’ websites and publications;
  - Articles in newspapers and magazines; and
  - Those uses set out in more detail in Ardoch’s Content Permissions Policy.

**By signing this permission form, unless I have ticked the box above, I give Ardoch permission to collect, use and disclose the Content, for the purposes set out above.**

---

**Name of student:** .....

**School name:** .....

**Parent/guardian’s name:** .....

**Parent/guardian’s signature:** .....

**Date:** .....

For more information about Ardoch’s use of content, and the details of the copyright licence you are granting to Ardoch, please see overleaf.

## ARDOCH'S USE OF CONTENT

Ardoch Limited (ABN 48 119 813 188) ("**Ardoch**") is a children's charity providing educational support for children and young people experiencing disadvantage. Our vision is that every child's potential is realised through full participation in education.

Ardoch produces publications, and runs fundraising campaigns from time to time, for the purposes of:

- publicising the programs and services of the organisation independently and in conjunction with other agencies;
- informing stakeholders of changes and events in Ardoch's areas of work; and
- familiarising the public with the role and purpose of Ardoch.

Achieving these purposes involves the production and distribution of promotional material (which may involve reproducing, adapting, publishing and communicating to the public the Content) through such media as:

- external publications, such as newspapers and magazines;
- both printed and electronic copies of Ardoch's publications, such as annual reports; program, regional and school reports prepared by Ardoch; funder reports and applications; Ardoch office displays, posters and brochures; recognition awards given by Ardoch; activity booklets; and other publications of a similar nature;
- television and radio segments or advertisements;
- Ardoch's intranet and Internet websites, and profiles/webpages controlled by Ardoch on social media platforms, such as YouTube, Facebook and Twitter, and blog websites that Ardoch has incorporated into its programs;
- email or printed correspondence sent by Ardoch to people who may be interested in supporting Ardoch's charitable work; and
- occasionally, and only with Ardoch's prior permission, through publications by Ardoch's partner organisations (such as corporate sponsors and other charitable foundations), for use by those organisations for similar purposes.

Ardoch will never use any Content that depicts, or appears to depict, a demeaning representation of any child or young person.

Before Ardoch reproduces, adapts, publishes, or discloses any letters or blogs written by, or addressed to, your child, Ardoch will:

- Remove your child's name (or substitute their real name with a fake name); and
- Remove any information that could reasonably lead to discerning your child's identity.

Further details of the way in which Ardoch collects, uses, and discloses Content are contained within Ardoch's Content Permissions Policy, a copy of which is available at your child's school or on Ardoch's website, here:

<https://www.ardoch.org.au/about/our-policies>.

### Copyright:

In order to use Content for the purposes set out in this Content Permission Form and in Ardoch's Content Permissions Policy, Ardoch may require a copyright licence from you, on behalf of your child.

By signing this form, to the extent that you or your child own copyright in any such Content, you grant to Ardoch a worldwide, royalty-free, sub-licensable and irrevocable licence to all of the intellectual property rights in any such Content (including the right to reproduce, publish, adapt, communicate to the public, and cause the Content to be seen in public).

If you have any questions about this permission form, or about Ardoch's programs more generally, please contact us at: (03) 9537 2414 or via our website, at [www.ardoch.org.au](http://www.ardoch.org.au).

Appendix 2 : Literacy Buddies® Content Permission Form

**PERMISSION FORM (LITERACY BUDDIES®)**

Dear Parent/Guardian,

This year your child will be participating in Ardoch's highly successful Ardoch Literacy Buddies® program. The program matches Big Buddies (workplace volunteers) with Little Buddies (school children) who exchange letters and meet twice a year. It aims to encourage students to improve their reading and writing skills, and provides meaningful interactions with positive working role models.

All workplace volunteers adhere to child safety guidelines, including compulsory Working with Children Checks/Blue Cards, no exchanging of sensitive personal information, and all letters between the Big Buddies and Little Buddies are screened by Ardoch prior to exchange.

Occasionally, in the course of running its programs, Ardoch will collect, use and disclose photographs, film, letters or other content (which may feature your child), for promotional purposes (**Content**). Details of the way in which Ardoch collects, uses, and discloses such Content are contained within Ardoch's Content Permissions Policy, a copy of which is available at your child's school or on Ardoch's website, here: <https://www.ardoch.org.au/about/our-policies>. If you have any queries or concerns, please contact your child's teacher at the school, or contact Ardoch directly (contact details overleaf).

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**LITERACY BUDDIES® PROGRAM 2019**

**Please return to your child's class teacher within 2 weeks.**

**DECLARATION**

I give permission for the Content (including images and film footage in which my child appears, and letters or blogs either they have written or their Big Buddy partner has written), to be used by Ardoch for publications and public relations activities, in accordance with Ardoch's Content Permissions Policy. In particular, I note that this may include use in print and electronic media, including on the internet and on social media platforms such as YouTube, Facebook and Twitter, and may include some limited disclosure to third party organisations that support Ardoch's charitable work (such as corporate sponsors and other charitable foundations), for use by those organisations for similar purposes. To the extent that I or my child own copyright in any such content, I also grant to Ardoch the copyright licence described further overleaf.

I have read and understand this notice, and consent to the collection, use and disclosure of the Content.

- Please tick here if you DO NOT wish your child's Content to be included in:**
- Ardoch collateral (including Annual Reports, reports, newsletters, brochures, posters);
  - Ardoch marketing and fundraising;
  - Ardoch's and its partners' websites & social media pages;
  - Supporters' websites and publications;
  - Articles in newspapers and magazines; and
  - Those uses set out in more detail in Ardoch's Content Permissions Policy.

**By signing this permission form, unless I have ticked the box above, I give Ardoch permission to collect, use and disclose the Content, for the purposes set out above.**

---

**Name of student:** .....

**School name:** .....

**Parent/guardian's name:** .....

**Parent/guardian's signature:** .....

**Date:** .....

For more information about Ardoch's use of content, and details of the copyright licence you are granting to Ardoch, please see overleaf.

## ARDOCH'S USE OF CONTENT

Ardoch Limited (ABN 48 119 813 188) ("**Ardoch**") is a children's charity providing educational support for children and young people experiencing disadvantage. Our vision is that every child's potential is realised through full participation in education.

Ardoch produces publications, and runs fundraising campaigns from time to time, for the purposes of:

- publicising the programs and services of the organisation independently and in conjunction with other agencies;
- informing stakeholders of changes and events in Ardoch's areas of work; and
- familiarising the public with the role and purpose of Ardoch.

Achieving these purposes involves the production and distribution of promotional material (which may involve reproducing, adapting, publishing and communicating to the public the Content) through such media as:

- external publications, such as newspapers and magazines;
- both printed and electronic copies of Ardoch's publications, such as annual reports; program, regional and school reports prepared by Ardoch; funder reports and applications; Ardoch office displays, posters and brochures; recognition awards given by Ardoch; activity booklets; and other publications of a similar nature;
- television and radio segments or advertisements;
- Ardoch's intranet and Internet websites, and profiles/webpages controlled by Ardoch on social media platforms, such as YouTube, Facebook and Twitter, and blog websites that Ardoch has incorporated into its programs;
- email or printed correspondence sent by Ardoch to people who may be interested in supporting Ardoch's charitable work; and
- occasionally, and only with Ardoch's prior permission, through publications by Ardoch's partner organisations (such as corporate sponsors and other charitable foundations), for use by those organisations for similar purposes.

Ardoch will never use any Content that depicts, or appears to depict, a demeaning representation of any child or young person.

Before Ardoch reproduces, adapts, publishes or discloses any letters or blogs written by, or addressed to, your child, Ardoch will:

- Remove your child's name (or substitute their real name with a fake name); and
- Remove any information that could reasonably lead to discerning your child's identity.

Further details of the way in which Ardoch collects, uses, and discloses Content are contained within Ardoch's Content Permissions Policy, a copy of which is available at your child's school or on Ardoch's website, here:

<https://www.ardoch.org.au/about/our-policies>.

### Copyright:

In order to use Content for the purposes set out in this Content Permission Form and in Ardoch's Content Permissions Policy, Ardoch may require a copyright licence from you, on behalf of your child.

By signing this form, to the extent that you or your child own copyright in any such Content (such as the letters your child has written), you grant to Ardoch a worldwide, royalty-free, sub-licensable and irrevocable licence to all of the intellectual property rights in any such Content (including the right to reproduce, publish, adapt, communicate to the public, and cause the Content to be seen in public).

Please complete the permission form to enable your child to participate in the program. If you have any questions about this permission form, or about Ardoch's programs more generally, please contact us at: [LiteracyBuddies@ardoch.org.au](mailto:LiteracyBuddies@ardoch.org.au), or via our website, at [www.ardoch.org.au](http://www.ardoch.org.au).

Appendix 3: Numeracy Buddies Content Permissions Form

## PERMISSION FORM (NUMERACY BUDDIES)

Dear Parent/Guardian,

This year your child will be participating in Ardoch’s highly successful Ardoch Numeracy Buddies program. The program matches Big Buddies (workplace volunteers) with Little Buddies (school children) who exchange blogs focusing on maths and meet once a year. It aims to encourage students to improve their numeracy and provides meaningful interactions with positive working role models.

All workplace volunteers adhere to child safety guidelines, including compulsory Working with Children Checks/Blue Card, no exchanging of sensitive personal information, and all blog posts/messages between the Big Buddies and Little Buddies are screened by Ardoch prior to exchange.

Occasionally, in the course of running its programs, Ardoch will collect, use and disclose photographs, film, letters or other content, for promotional purposes (**Content**). Details of the way in which Ardoch collects, uses, and discloses such Content are contained within Ardoch’s Content Permissions Policy, a copy of which is available at your child’s school or on Ardoch’s website, here: <https://www.ardoch.org.au/about/our-policies>. If you have any queries or concerns, please contact your child’s teacher at the school, or contact Ardoch directly (contact details overleaf).

### NUMERACY BUDDIES PROGRAM 2019

**Please return to your child’s class teacher within 1 week.**

**DECLARATION**

I give permission for the Content (including images and film footage in which my child appears, and letters or blogs either they have written or their Big Buddy partner has written), to be collected and used by Ardoch for publications and public relations activities, in accordance with Ardoch’s Content Permissions Policy. In particular, I note that this may include use in print and electronic media, including on the internet and on social media platforms such as YouTube, Facebook and Twitter, and may include some limited disclosure to third party organisations that support Ardoch’s charitable work (such as corporate sponsors and other charitable foundations), for use by those organisations for similar purposes. To the extent that I or my child own copyright in any such content, I also grant to Ardoch the copyright licence described further overleaf.

I have read and understand this notice, and consent to the collection, use and disclosure of the Content.

- Please tick here if you DO NOT wish your child’s Content to be included in:**
- Ardoch collateral (including Annual Reports, reports, newsletters, brochures, posters);
  - Ardoch marketing and fundraising;
  - Ardoch’s and its partners websites & social media pages;
  - Supporters’ websites and publications;
  - Articles in newspapers and magazines; and
  - Those uses set out in more detail in Ardoch’s Content Permissions Policy.

**By signing this permission form, unless I have ticked the box above, I give Ardoch permission to collect, use and disclose the Content, for the purposes set out above:**

**Name of student:** .....

**School name:** .....

**Parent/guardian’s name:** .....

**Parent/guardian’s signature:** .....

**Date:** .....

For more information about Ardoch’s use of content, and details of the copyright licence you are granting to Ardoch, please see overleaf.

## ARDOCH'S USE OF CONTENT

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- familiarising the public with the role and purpose of Ardoch.

Achieving these purposes involves the production and distribution of promotional material (which may involve reproducing, adapting, publishing and communicating to the public the Content) through such media as:

- external publications, such as newspapers and magazines;
- both printed and electronic copies of Ardoch's publications, such as annual reports; program, regional and school reports prepared by Ardoch; funder reports and applications; Ardoch office displays, posters and brochures; recognition awards given by Ardoch; activity booklets; and other publications of a similar nature;
- television and radio segments or advertisements;
- Ardoch's intranet and Internet websites, and profiles/webpages controlled by Ardoch on social media platforms, such as YouTube, Facebook and Twitter, and blog websites that Ardoch has incorporated into its programs;
- email or printed correspondence sent by Ardoch to people who may be interested in supporting Ardoch's charitable work; and
- occasionally, and only with Ardoch's prior permission, through publications by Ardoch's partner organisations (such as corporate sponsors and other charitable foundations), for use by those organisations for similar purposes.

Ardoch will never use any Content that depicts, or appears to depict, a demeaning representation of any child or young person. Before Ardoch publishes or discloses any letters or blogs written by, or addressed to, your child, Ardoch will:

- Remove your child's name (or substitute their real name with a fake name); and
- Remove any information that could reasonably lead to discerning your child's identity.

Further details of the way in which Ardoch collects, uses, and discloses Content are contained within Ardoch's Content Permissions Policy, a copy of which is available at your child's school or on Ardoch's website, here: <https://www.ardoch.org.au/about/our-policies>.

### Copyright:

In order to use Content for the purposes set out in this Content Permission Form and in Ardoch's Content Permissions Policy, Ardoch may require a copyright licence from you, on behalf of your child.

By signing this form, to the extent that you or your child own copyright in any such Content (such as blog posts your child has written), you grant to Ardoch a worldwide, royalty-free, sub-licensable and irrevocable licence to all of the intellectual property rights in any such Content (including the right to reproduce, publish, adapt, communicate to the public, and cause the Content to be seen in public).

Please complete the permission form to enable your child to participate in the program. If you have any questions about this permission form, or about Ardoch's programs more generally, please contact us at: [NumeracyBuddies@ardoch.org.au](mailto:NumeracyBuddies@ardoch.org.au), or via our website, at [www.ardoch.org.au](http://www.ardoch.org.au).

Appendix 4: Content Permission Form – Workplace Volunteers

## WORKPLACE VOLUNTEER CONTENT PERMISSION FORM

**BACKGROUND:**

Ardoch Limited (ABN 48 119 813 188) ("**Ardoch**") is a children's charity providing educational support for children and young people experiencing disadvantage. Our vision is that every child's potential is realised through full participation in education.

Occasionally, in the course of running its programs, Ardoch will collect, use and disclose photographs, film, letters or other content, for promotional purposes (**Content**). Details of the way in which Ardoch collects, uses, and discloses such Content are contained within Ardoch's Content Permissions Policy, a copy of which is available on request or on Ardoch's website, here: <https://www.ardoch.org.au/about/our-policies>. In order to use Content for the purposes set out in this Content Permission Form and in Ardoch's Content Permissions Policy, Ardoch may require a copyright licence from you.

In order to participate in the program, please complete and sign this permission form, and return it to your contact person at Ardoch. If you have any queries or concerns, please contact Ardoch directly (contact details overleaf).

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To the extent that I own copyright in any such Content, I also grant to Ardoch the copyright licence described further overleaf.

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**Name:** .....

**Workplace name:** .....

**Signature:** .....

**Date:** .....

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