## Attachment 2: Use of child’s image in promotional materials form

Dear [Parent/carer],

[Request description]

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| **Example text:** |
| **Non-ELV example:** *The Department of Treasury and Finance has requested permission to use a photograph of your child in the 202X Budget Papers to showcase the Early Learning Victoria (ELV) centres. Please be advised that this photograph may be used in various Department of Treasury and Finance publications, including on their official website. As part of this process, the photograph may be distributed publicly through the Budget Papers, online and on paper. Please be aware that the Department of Treasury and Finance may use the image and may do so without notifying, acknowledging or paying you or your child.*  **ELV example:** *ELV will be using images taken at its centres to promote the opening of new centres in 202X. As part of this initiative, the ELV central office has requested to use the attached photograph(s) of your child in a promotional banner and press release. This image will be used specifically to highlight the new centres and to communicate ELV’s growth and mission. ELV is committed to handling your child’s image responsibly, ensuring that it is used solely for these purposes, and will make every effort to respect you and your child’s privacy. You will be contacted for your consent in advance if your child’s image is included in any additional materials or publications beyond the stated use.* |

This form requests your consent, as a parent or carer, for the use of images of your child for specific promotional purposes by ELV – or for use in an external publication by the Victorian Government. This form is intended to be used in conjunction with the ‘Public use of images consent form’.

##### Your consent

I have read and understand this form, and I consent to ELV collecting photos, video or recordings of my child while at the centre, and using these photos, video or recordings in the ways described.

|  |  |
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| **Name of child:** |  |
| **Name of parent/carer:** |  |
| **Signature:** |  |
| **Date:** |  |

For further information about how ELV collects and uses photos, video and recordings of children, see the *ELV Electronic Devices and Photography Policy*. This includes details of our use of images we must collect to fulfill legal obligations or for identification purposes.

Source: ELV Electronic Devices and Photography Policy