IMAGERY CONTRACT FORM

Background Information
This Model Release Form is a Contract which you and Fáilte Ireland enter. A model release form is a document signed by individuals acting as models for still photography or digital recording.

This means that the lawful basis we use to process your personal data is 'Purpose of a Contract'.

Fáilte Ireland needs to process your personal data i.e., image, voice and/or performance for domestic and international sales and marketing for the purpose of tourism development and promotion. We will be sharing your imagery with our partner agency Tourism Ireland and others (see the table below). We will retain your personal data for a total of 7 years.

Here are some of the places that your picture and/or digital might be used

Social and Digital Media	Twitter, Facebook, YouTube, Instagram, User Generated Content, LinkedIn, Spotify, TikTok, Snapchat, our websites and any social/digital platforms.
Media	International, national, regional, local media (TV broadcast, online, print)
Publications	Annual reports, employee magazine or policy documents
Ireland's Content Pool	The imagery will be shared with tourism related businesses, journalistic outlets both domestically and internationally and for the third-parties' own tourism related commercial activities.

Thus, the general public can copy, share and download this imagery. This means it has a global reach and so international data transfers are taking place.

A model release form is a document signed by individuals acting as models for still photography or digital recording. This is a contractual arrangement that provides written permission to utilise an image/digital taken of that model for editorial or marketing purposes.
I agree to allow Fáilte Ireland to use, for the purposes set out below, the imagery/footage featuring me [or my child/children, XX, of whom I am the Parent or Guardian]. For consideration received, of which, I acknowledge receipt:

1. By signing this release I hereby give or assign my permission to Fáilte Ireland to transmit, broadcast, and publish the footage/imagery in tourism marketing activities to include but not limited to ad campaigns, social media, brochure editorials, TV, websites, and any other form of Media ("the Specified Purpose"). This purpose is non-Commercial because we are not profit generating as there is no product for sale and the imagery will not be sold on.
2. I do not object to Fáilte Ireland storing the footage/imagery for as long as necessary to fulfil the Specified Purpose or to it storing my contact details on its database in case it needs to contact me in relation to the Content.
3. Fáilte Ireland may share the footage/imagery with Tourism Ireland and such Third Parties as may be necessary to fulfil the Specified Purpose

Terms and Conditions
Fáilte Ireland will comply with all legislation and regulatory requirements in force in relation to the use of the imagery/footage. This is a contract you have entered into with Fáilte Ireland (Unless otherwise stated). For information regarding how Fáilte Ireland uses and manages personal information, please refer to our privacy policy at http://failteireland.ie/Footer/Privacy-Policy.aspx. For the purposes of Data Protection Legislation, Fáilte Ireland is the controller of the personal data comprised in the imagery/footage you have agreed to, including your contact details and any other related personal data. Any dispute shall be governed by the law and Courts of the Republic of Ireland.

Definitions:
"ASSIGNS" - a person to whom the company has assigned or licensed rights under this release.
"CONTENT" - all imagery, film, audio or any other recording, still or moving taken of the model as part of the shoot.
"MEDIA" - all media including digital, electronic, print, television, film, radio and other media now known or to be invented.
"PARENT/GUARDIAN" - the Parent and/or legal Guardian of the Model.
"MODEL" means the person that has signed the form whom has been involved in the shoot, and this includes their appearance, likeness and/or voice.
"SPECIFIED PURPOSE" - means a particular reason or purpose to which the assets will be used for e.g. to promote Ireland as a short break destination, therefore it will not be used for commercial purposes.
"THIRD PARTIES" - external person and/or persons, partners, or other organisations that wish to share and use the imagery/footage for the purpose of domestic and international sales and marketing **for the purpose of tourism development and promotion.**

Please complete the following using **BLOCK CAPITALS**.

PROJECT DETAILS	
SHOOT DATE	
LOCATION OF SHOOT	
DESCRIPTION OF SHOOT	
NAME OF PHOTOGRAPHER/VIDEOGRAPHER	

MODEL'S PERSONAL DETAILS	
FIRST NAME & SURNAME (PLEASE PRINT)	
ON BEHALF OF (IN THE CASE OF A MINOR UNDER 16 YEARS OF AGE)	
ADDRESS	
TELEPHONE/MOBILE NUMBER	
SIGNATURE	
DATE	

If you have any queries about this form or wish to update your personal details, please contact the Data Protection Team: dataprotection@failteireland.ie in the first instance.

Thank you. Your participation is much appreciated.