

MEDIA CONSENT AND RELEASE AGREEMENT

I, _____ (Name of Person), on behalf of
_____ (Name of Business / Personal Name) (“Authority”),
hereby grant to explore4knowledge, WWF, Reckitt, and any of their subsidiaries, affiliates, partners,
funders, and authorised representatives (collectively, “e4k”), the rights and permissions set out in
this Media Consent and Release Agreement.

Grant of Rights

The Authority hereby grants to e4k a non-exclusive, worldwide right and licence, subject to the
withdrawal of consent rights set out in this agreement, to use the Authority’s name, likeness,
photographs, images, audio recordings, and/or video recordings (collectively, “Media”) in any form,
format, or medium — whether now known or developed in the future — for purposes including, but
not limited to, education, project documentation, public relations, reporting, marketing, advertising,
designs, promotions, publications, fundraising, and other legitimate business or project-related uses
connected to the explore4knowledge, WWF, and Reckitt project.

For the avoidance of doubt, e4k may sub-license, share, or permit the use of the Media to project
partners, sponsors, funders, broadcasters, publishers, contractors, and service providers where such
use is connected to the project and consistent with the purposes and terms of this agreement.

Duration of Use

This licence shall commence from the date of this agreement and/or the commencement date of the
relevant in-field project, whichever occurs later, and shall apply in accordance with the following
distinctions:

*For this agreement, “Identifiable Personal Media” and
“Non-Identifiable Project Media” are defined in Annex A.*

Identifiable Personal Likeness

Media in which an individual’s face or other clearly identifiable personal features are prominently
visible, such that the individual can reasonably be identified, may be used for a period of up to five
(5) years from the applicable commencement date.

Where Media containing identifiable personal likeness has been lawfully published or distributed by
e4k or its authorised partners during the applicable five (5) year consent period — including but not
limited to reports, publications, websites, social media platforms, digital campaigns, press materials,
educational resources, or third-party partner channels — such Media may continue to exist in the
public domain indefinitely.

Due to the nature of digital, broadcast, printed, and third-party media distribution, e4k and its
partners may not be able to withdraw, delete, or recall Media that has already been published,
disseminated, shared, archived, embedded, downloaded, re-shared, or otherwise made publicly
available within that five (5) year period.

The expiry of the five (5) year consent period applies to new or future use, republication, or re-editing of identifiable personal Media and does not impose an obligation on e4k or its partners to remove or take down Media that was lawfully published prior to the expiry of that period.

Non-Identifiable Project Media

Project-related Media that does not prominently feature identifiable personal likeness — including but not limited to environmental imagery, landscapes, wildlife, infrastructure, activities, equipment, signage, group scenes where individuals are not individually identifiable, contextual footage, and documentary or educational visuals — may be retained, archived, reproduced, and used indefinitely by e4k and its authorised partners for project, educational, reporting, historical, organisational, or legacy purposes.

Where Media includes both identifiable and non-identifiable elements, e4k may continue to use the non-identifiable portions beyond the five (5) year period, including edited, cropped, or adapted versions that remove or obscure identifiable features.

Scope of Use and Editing

This consent includes the right for e4k to:

- Publish, reproduce, display, distribute, and archive the Media, in whole or in part
- Use the Media across all media formats and platforms, including physical, digital, broadcast, print, and online channels, without geographic limitation, subject to the duration terms above
- Edit, crop, colour-correct, subtitle, translate, overlay graphics or text, adjust audio levels, format, or otherwise adapt the Media as required for technical, design, accessibility, language, editorial, or platform-specific purposes

Any such edits or adaptations will be made solely to enhance clarity, quality, presentation, or usability and will not materially alter the meaning, context, or factual representation of what was originally recorded, nor portray the participant as saying or doing something they did not say or do.

Nothing in this agreement limits e4k's right to remove, restrict, or cease use of the Media where required for safeguarding, ethical, legal, or reputational reasons.

Withdrawal of Consent and Future Use

The Authority understands that they have the right to withdraw their consent for the use of identifiable personal Media at any time.

Withdrawal of consent will apply only to future publications, edits, or newly created materials and will not affect the lawfulness of Media that has already been published, distributed, or delivered to partners, funders, or third parties prior to the date of withdrawal.

The Authority acknowledges that e4k is unable to recall, amend, or retrospectively modify completed projects, distributed reports, published campaigns, printed materials, or partner-delivered outputs that were lawfully created and shared before consent was withdrawn.

Upon receipt of a valid withdrawal request, e4k will ensure that identifiable personal Media is not used in future content schedules, publications, edits, or newly commissioned materials, subject to any legal, regulatory, safeguarding, reporting, or archival obligations.

Requests to withdraw consent must be submitted in writing to info@explore4knowledge.com, in accordance with the contact details provided in the applicable Privacy Notice.

Removal of Identifiable Media After Retention Period

Following the expiry of the five (5) year usage period for identifiable personal Media, the Authority may request the removal or anonymisation of such Media from e4k's active systems and platforms where reasonably practicable.

Upon receipt of a valid request, e4k will take reasonable steps to remove or anonymise identifiable personal Media under its direct control, including from websites, social media channels, and marketing materials still in circulation or scheduled for future use, unless continued retention is required for legal, regulatory, safeguarding, reporting, or archival purposes.

The Authority acknowledges and agrees that e4k is not required to re-edit, re-produce, or retrospectively alter completed video productions, published reports, distributed campaigns, printed materials, or partner-delivered outputs that were lawfully created and published prior to the request.

Any removal or anonymisation will apply to future content schedules, publications, or uses and will not extend to Media already disseminated in the public domain, third-party platforms, partner archives, or historical project records.

Data Protection and Privacy

Personal data will be processed in accordance with applicable data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

The Authority acknowledges that projects may operate across multiple jurisdictions and may involve local partners, suppliers, or service providers. In such cases, personal data may also be processed in accordance with applicable local data protection laws.

For projects operating in South Africa, this includes compliance with the Protection of Personal Information Act, 2013 (POPIA).

Appropriate safeguards will be applied to ensure that personal data is handled lawfully, fairly, and securely. Further information regarding data processing practices, data subject rights, and contact details is available in the applicable Privacy Notice.

Acknowledgements and Waivers

The Authority understands and agrees that:

- e4k is not obligated to use the Media
- The Media may be combined with other images, footage, text, graphics, music, or narration for contextual, educational, or storytelling purposes
- The Authority waives any right to inspect or approve the final materials or their specific use, provided such use aligns with this agreement
- The Authority waives all claims based on moral rights, rights of publicity, or privacy rights in connection with the permitted use of the Media
- The Authority acknowledges and agrees that no payment, royalties, residuals, or other compensation are owed or payable for the use of the Media, unless expressly agreed in writing

The Authority confirms that they understand that once Media has been lawfully published, complete removal from the public domain may not be possible, even where consent is later withdrawn or expires.

The Authority acknowledges that once Media has been published or shared digitally, it may continue to be accessible through third-party platforms, archives, or search technologies beyond e4k's direct control.

Third-Party and Minor Consent

The Authority affirms that all necessary consents have been obtained from any individuals appearing in the Media and agrees to indemnify and hold harmless e4k from any claims, demands, liabilities, or expenses (including legal fees) arising from the permitted use of the Media.

If the Media depicts a minor, the Authority certifies that they are the parent or legal guardian of the minor(s) depicted and grant this consent on their behalf.

Release and Authority

The Authority releases e4k from any liability for errors, negligence, or gross negligence arising from the editing, display, or permitted use of the Media and agrees that this release is binding worldwide upon the Authority and its successors and assigns.

The Authority certifies that they are duly authorised to sign this agreement on behalf of the Authority and that they have read, understood, and voluntarily agree to its contents.

Governing Law and Jurisdiction

This agreement shall be governed by and construed in accordance with the laws of England and Wales, and the parties submit to the exclusive jurisdiction of the courts of England and Wales.

Severability

If any provision of this agreement is held to be invalid, unlawful, or unenforceable, such provision shall be severed and the remaining provisions shall remain in full force and effect.

Signatures

PARTICIPANT / CLIENT

Signature: _____

Print Name: _____

Title / Role: _____

Date: _____

E4K REPRESENTATIVE

Signature: _____

Print Name: _____

Title / Role: _____

Date: _____

ANNEX A

Definition of Identifiable and Non-Identifiable Media

This Annex forms part of the Media Consent and Release Agreement and is intended to provide clarity for participants, clients, partners, and media teams regarding how Media may be classified and used.

1. Purpose of This Annex

The purpose of this Annex is to explain, in clear and practical terms, what constitutes “**Identifiable Personal Media**” and “**Non-Identifiable Project Media**”, and how each may be used.

This distinction ensures that:

- participants understand how their image or voice may be used;
- media teams apply consent consistently; and
- projects remain compliant with applicable data protection laws, including UK GDPR.

2. Key Principle

A person is considered **identifiable** where they are the **subject or focus** of the Media, rather than part of the wider context or activity being documented.

Self-recognition alone does **not** make Media identifiable.

3. Identifiable Personal Media

(Time-limited use – subject to consent period)

Identifiable Personal Media is Media where an individual is **clearly recognisable and is the focus of the content**.

Identifiable Personal Media includes, but is not limited to:

- Interviews or “talking head” footage
- Close-up or medium shots where facial features are clearly visible
- Portrait-style photographs
- Footage or images where a person is featured alone and clearly recognisable
- Media where an individual:
- Is named on screen or in captions
- Is identified by role or title
- Speaks directly to the camera
- Audio recordings where a person’s voice is clearly recognisable and central to the content
- Repeated appearances of the same individual that make recognition likely over time
- Media that presents an individual as a spokesperson, representative, or subject of the story

Examples:

- “John Smith – Project Lead” interview
- A portrait photograph used to introduce an individual
- A named or recognisable individual speaking on camera about the project

Such Media is subject to the consent duration set out in the agreement and is not intended for new or expanded use beyond that period without further consent.

4. Non-Identifiable Project Media

(Evergreen use – not time-limited)

Non-Identifiable Project Media is Media where the **project, activity, environment, or outcome** is the focus, and individuals are incidental to the content.

Non-Identifiable Project Media includes, but is not limited to:

- Wide shots of people working or participating in activities
- Group scenes where no individual is singled out or emphasised
- Footage showing people in motion, from a distance, or partially obscured
- Images or footage focused on:
- Environments
- Landscapes
- Equipment
- Processes
- Outcomes
- Contextual b-roll or documentary footage
- Scenes where no names, titles, or personal identifiers are displayed
- Audio where voices are indistinct, ambient, or not central to the narrative

Important clarification:

A participant recognising themselves in Media does **not** automatically mean the Media is identifiable under data protection law.

Examples:

- A group collecting water samples, filmed as part of documenting project activity
- A wide shot of people working in a lab or field
- Background activity footage used in a montage or overview

Such Media may be retained and used indefinitely for project, reporting, educational, archival, marketing, or legacy purposes, in accordance with the agreement.

5. Mixed Media and Editing

Where Media contains both identifiable and non-identifiable elements:

- e4k may edit, crop, anonymise, or adapt the Media to remove or obscure identifiable features
- Once identifiable elements are removed, the remaining Media may be treated as Non-Identifiable Project Media

This includes, for example:

- Cropping out faces
- Blurring identifying features
- Removing name captions
- Using voiceovers instead of original audio

6. Practical Test for Classification

When determining whether Media is identifiable, the following question should be applied:

Is the individual the point of the content, or is the content about the activity, project, or environment?

- If the individual is the point of the content → **Identifiable Personal Media**
- If the activity or project is the point of the content → **Non-Identifiable Project Media**