

MEDIA CONSENT AND RELEASE AGREEMENT

I, Murendeni Mafumo (Name of Person), on behalf of
Kusini Water (Name of Business / Personal Name) ("Participant"), confirm
that I have read and understood this Media Consent and Release Agreement and the associated Privacy
Notice.

I understand that explore4knowledge ("E4K") is the primary organiser of the project and the primary controller
of my personal data. Project partners, including WWF and Reckitt, may also receive and use Media only for the
purposes I consent to below and in accordance with this agreement.

By signing this form, you confirm that you have read and understood the Project Privacy Notice available at:
<https://reckitt2026sa.explore4knowledge.com/project-expedition-media-privacy-notice/>

1) GRANT OF CONSENT AND LICENCE

I grant E4K a non-exclusive, worldwide licence to record and use my name, likeness, photographs, images,
audio recordings, and/or video recordings ("Media"), subject to the conditions and withdrawal rights set out in
this agreement.

My identifiable Media may be used only for the purposes selected below:

Core Project Use (required for participation)

- Project delivery, safety, safeguarding, and administration
- Project documentation and internal reporting to funders and partners
- Educational and scientific documentation relating to the project

Optional Public Communications

- Public awareness communications (websites, reports, social media updates)

Optional Promotional Use

- Marketing, promotional materials, and fundraising communications

Optional Partner Use

- Sharing with project partners (WWF and Reckitt) for the same purposes selected above

Declining optional consent will not affect participation in the project.

2) SHARING OF MEDIA

Where consent has been given, E4K may share Media with project partners, sponsors, service providers,
publishers, and contractors strictly for the purposes selected above and in accordance with this agreement.
Third parties may not use Media for unrelated commercial purposes without additional consent.

3) DURATION OF USE

This license takes effect from the date of this agreement or the start date of the relevant project (whichever
occurs later) and applies according to the categories below. For this agreement, "Identifiable Personal Media"
and "Non-Identifiable Project Media" are defined in Annex A.

4) IDENTIFIABLE PERSONAL MEDIA

Identifiable Personal Media may be used for a period of five (5) years from the date of capture.

After this period:

- the Media will no longer be used in new publications, edits, or communications; and
- E4K will take reasonable steps to remove or anonymise the individual from platforms, systems, and content libraries under its control within a reasonable timeframe, unless continued retention is required for legal, safeguarding, reporting, or audit obligations.

Where Media has already been incorporated into printed publications, third-party publications, broadcast media, or distributed materials that cannot reasonably be altered, E4K will not further distribute the material but is not required to recall, reprint, or reconstruct completed works.

5) NON-IDENTIFIABLE PROJECT MEDIA

Project-related Media where individuals are not reasonably identifiable to a third party — including environmental imagery, landscapes, wildlife, infrastructure, activities, equipment, signage, wide group scenes, contextual footage, and documentary visuals — may be retained, archived, reproduced, and used indefinitely for project, educational, reporting, historical, organisational, or legacy purposes.

6) MIXED MEDIA

Where Media contains both identifiable and non-identifiable elements, E4K may continue to use versions where identifiable features have been removed, obscured, or anonymised. Such edited versions will be treated as Non-Identifiable Project Media.

7) SCOPE OF USE AND EDITING

Where consent has been provided, E4K and authorised project partners may:

- publish, reproduce, display, distribute, and archive the Media, in whole or in part
- use the Media across physical, digital, broadcast, print, and online channels, subject to the duration and purpose selections in this agreement
- edit, crop, colour-correct, subtitle, translate, overlay graphics or text, adjust audio levels, format, or otherwise adapt the Media for technical, accessibility, language, editorial, or platform requirements

Edits will not materially misrepresent the participant or portray them as saying or doing something they did not say or do.

Nothing in this agreement prevents E4K or project partners from removing, restricting, or ceasing use of Media where required for safeguarding, ethical, legal, or reputational reasons.

8) WITHDRAWAL OF CONSENT AND FUTURE USE

Participants may withdraw consent at any time by contacting E4K or the relevant project partner using the contact details in the Privacy Notice.

After withdrawal:

- no new identifiable Media featuring the participant will be created, published, or distributed; and
- E4K and participating project partners will take reasonable steps within a reasonable timeframe to remove identifiable Media from platforms and systems under their control.

Where Media has been shared with project partners (including WWF and Reckitt), E4K will notify those partners of the withdrawal request and request removal from their controlled platforms.

Withdrawal does not require:

- recall or destruction of printed materials already distributed
- alteration of completed audiovisual productions already released
- removal from independent third-party publications not controlled by E4K or its partners
- deletion of records required for legal, safeguarding, audit, or reporting obligations

However, reasonable efforts will be made to request removal where practicable.

Requests to withdraw consent must be submitted in writing in accordance with the contact details provided in the Privacy Notice. <https://reckitt2026sa.explore4knowledge.com/project-expedition-media-privacy-notice/>

9) REMOVAL OF IDENTIFIABLE MEDIA AND RETENTION

Participants may request erasure or anonymisation of identifiable personal Media at any time.

In addition, after the expiry of the five (5) year usage period, identifiable Media will no longer be actively used and will be removed or anonymised from E4K-controlled platforms and systems where reasonably practicable.

Upon receipt of a valid request, E4K will:

- take reasonable steps to remove or anonymise identifiable Media under its control, including from websites, social media channels, and scheduled communications; and
- notify relevant project partners (including WWF and Reckitt where applicable) of the request and ask them to remove the Media from platforms under their control.
- Erasure does not require:
- recall of printed materials already distributed
- alteration of completed productions already released
- removal from independent third-party publications not controlled by E4K or its partners
- deletion of records required for legal, safeguarding, audit, or reporting obligations

However, reasonable efforts will be made to request removal where practicable.

10) 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.

Depending on the project location, personal data may also be processed by local partners in accordance with applicable local laws, including the Protection of Personal Information Act, 2013 (South Africa). Where international transfers occur, appropriate safeguards will be applied in accordance with applicable data protection law.

Participants have the right to request access, rectification, erasure, restriction of processing, and to withdraw consent at any time. Participants also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) or their local supervisory authority.

Further information, including controller contact details, is provided in the Privacy Notice.

<https://reckitt2026sa.explore4knowledge.com/project-expedition-media-privacy-notice/>

11) ACKNOWLEDGEMENTS

The participant understands and agrees that:

- E4K is not obligated to use the Media
- Media may be combined with other images, footage, text, graphics, music, or narration for educational, documentary, or storytelling purposes consistent with this agreement
- The participant does not have a right to review or approve final materials before publication
- No payment, royalties, or other compensation is owed unless separately agreed in writing

The participant understands that once Media has been lawfully published, complete removal from the public domain may not always be possible, particularly where content has been shared or archived by third parties beyond E4K's control.

Nothing in this agreement limits the participant's statutory data protection rights.

12) THIRD-PARTY AND MINOR CONSENT

The participant confirms that, where they provide Media featuring other identifiable individuals under their control (for example employees, students, or minors in their care), they have authority to provide consent on their behalf or have obtained appropriate permission.

Where Media depicts a minor, the signatory confirms they are the parent or legal guardian authorised to provide consent.

13) LIMITATION OF LIABILITY

E4K and participating project partners will use Media only in accordance with this agreement and applicable law. E4K is not responsible for uses of Media by independent third parties not acting on its behalf.

14) AUTHORITY

The participant confirms that they are authorised to enter into this agreement and have read and understood its contents.

15) GOVERNING LAW AND JURISDICTION

This agreement is governed by the laws of England and Wales and subject to the jurisdiction of the courts of England and Wales.

16) 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.

17) CONSENT OPTIONS

Please review the categories below and select the optional uses you agree to. Your participation in the project does not depend on agreeing to optional uses.

As part of participating in the project, E4K will record and use limited identifiable media where necessary for project delivery, safeguarding, monitoring, evaluation, and reporting to funders and regulators. This processing is required for the operation, safety, and accountability of the project and does not rely on optional consent.

Optional Public Communications

☐ I consent to my identifiable media being used in public communications, including websites, social media updates, presentations, and educational materials.

Optional Partner Communications

☐ I consent to my identifiable media being shared with project partners and funders (including WWF and Reckitt) for the same public communication and reporting purposes described above.

You may withdraw optional consent at any time without affecting your participation in the project.

18) SIGNATURES

PARTICIPANT / CLIENT

Signature:



Print Name:

Murendeni Mafumo

Title / Role:

CEO

Date:

6 March 2026

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 can reasonably be identified, directly or indirectly, from the Media by another person (including friends, family members, colleagues, or others), taking account of the context in which the Media is viewed (for example location, role, naming, accompanying text, prominence in the frame, or repeated appearance).

Media will be treated as Identifiable Personal Media where there is a reasonable likelihood that a person could identify the individual from the Media, either alone or combined with information likely to be available to an ordinary viewer.

The assessment considers practical, real-world viewing conditions rather than theoretical or highly unlikely attempts at identification.

3. Identifiable Personal Media

(Time-limited use – subject to consent period)

Identifiable Personal Media is Media where an individual is recognisable and is presented in a way that makes them a distinct subject of the content or reasonably identifiable to viewers.

Examples include, but are not limited to:

- interviews or direct-to-camera footage
- close-up or medium shots showing clear facial features
- portrait-style photographs
- footage where a person is featured alone and recognisable
- naming or captioning identifying the individual
- identifiable voice recordings central to the content
- repeated appearances enabling recognition over time
- spokesperson or profile-style storytelling

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 primary focus and individuals are incidental and not reasonably identifiable to viewers in normal viewing conditions.

This may include:

- wide shots of activities
- group scenes without emphasis on individuals
- distant or partially obscured participants
- environmental and contextual footage
- documentary background footage
- indistinct ambient audio

Media will generally be classified as Non-Identifiable Project Media where identification would require unusual effort, prior personal familiarity, or additional external information not normally available to viewers.

Examples:

- a group collecting water samples as part of a project activity
- wide fieldwork scenes
- background activity montage footage

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

- 1) Identification test Is a person reasonably likely to be identified by a typical viewer in context?
 - Yes → Identifiable Personal Media
 - No → proceed to question 2
- 2) Focus test Is the individual the subject of the content rather than incidental to documenting the activity?
 - Subject → Identifiable Personal Media
 - Incidental → Non-Identifiable Project Media