



ALK Positive Lung Cancer (UK)

Use of Images, Quotes and Stories

1. The charity
 - a) takes photographs and videos during events, such as patient conferences, lunch meet-ups, fundraising activities, and social gatherings.
 - b) Records quotes given at these events
 - c) Uses personal stories provided by patients
2. These images, quotes and stories may be used for social media posts, website content, other promotional purposes such as printed materials and for its activities supporting the charity's goals and objectives.
3. The charity will obtain the written consent of a person before using any material which features them.
4. All images and stories will be kept in line with our data protection policy and privacy notice.
5. A person may at any time request the charity in writing to remove all or any material featuring them and the charity will make reasonable efforts to accommodate such requests in a timely manner. Please note, once the photo/story is online we cannot guarantee that it will not be saved or shared externally. In particular, the charity will -
 - a) remove the material from the website within 7 days
 - b) immediately cease using the material in new social media posts
 - c) immediately cease sharing the material in the Facebook group
 - d) not use the material in new public documents or the reprint of existing documents
 - e) immediately cease using the material anonymously