



Promotional and Marketing Material Consent Policy

Scope

This policy applies to Brook RED Community Members, Nominated Support People, Board Members, employees, volunteers, and students on placement.

Purpose

This policy outlines the types of internal and external promotional and marketing material we use and the methods in which consent may be provided.

Principles

From time to time, Brook RED may use people's information in organisational marketing and promotional material. Brook RED values choice and gives people the opportunity to specify the information they allow Brook RED to use (or not use).

Policy

- Brook RED uses the 'Promotional and Marketing Material Consent Form' to allow people to indicate what use they consent to
- Brook RED will only use information for promotional and marketing purposes if the person has provided consent

Types of material

The types of promotional and marketing material that Brook RED may use includes:

- Electronic media – Website and social media
- Printed material – Brochures and posters
- Presentations – PowerPoint, slideshows, and verbal sharing

People can give (or not give) consent for Brook RED to use the following:

- Image
- Full name
- First name
- Initials
- Video/film

References

Brook RED Promotional and Marketing Material Consent Form

Document Control and Record of Changes

Version	Effective Date	Approved by	Summary of Change	Date of Next Review
Version 01	June 2017	Eschleigh Balzamo	Introduction of new policy	January 2018
Version 02	September 2019	Eschleigh Balzamo	Review and Update	January 2021

Promotional and Marketing Material Consent Policy

Version 03	June 2021	Eschleigh Balzamo	Review and Update	July 2023
Version 04	August 2023	Eschleigh Balzamo	Review and Update	August 2024

The General Manager has overall responsibility for this policy. If there are any questions regarding this policy, please direct these to the Business Services Manager or General Manager.