

## NTMA/ NDFA Terms and Conditions

*Please note: All advertisements for market Launches, 'Meet the Buyer' and similar events whether via eTenders, website(s), newspapers etc. should include notice that contact details supplied in respect of this event will be retained in accordance with NTMA Records Retention Policy as a record of those who registered for and/or attended the event and giving them the option of informing NDFA if they are not happy for their details to be retained.*

### *Pre-registering*

*Where interested parties are pre-registering for a market launch or similar event, a reply email should issue to them:*

- explaining that their contact details will be used for the purposes of recording who has registered for the event, and*
- giving them the option of informing NDFA if they are not happy to give this consent.*

### *Registering on the day*

*Where individuals are signing in for a market launch or similar event on the day, a clearly displayed notice should be placed on the sign-in sheet:*

- explaining that their contact details will be used for the purposes of recording who has registered for the event, and*
- giving them the option of informing NDFA if they are not happy to give this consent.*

*Also, please note protocol around photos etc.*

### *Use of photos/video footage taken at market launches and other events*

#### *Staged photos/video footage:*

*Where staged photos/video footage has been taken at such events, and the necessary written consent has been obtained from each person posing for the photograph/video footage, such photos/video footage may be used in notices recording the event and/or advertising, other than if any person included in the photograph later requests that their image not be used.*

#### *General photos/video footage:*

*While there is some European case law suggesting that individuals can only have limited expectation of privacy where they are present in a public place, care should be taken in using general photographs/video footage taken at such events where specific written consent to use has not been obtained. In particular, such photos/video footage should only be considered for use if every effort was made to inform those attending (i.e. through clauses included in invitation/advertising) that photos/video footage may be taken for advertising purposes.*

*NB: Where the photographs/video footage contains images of persons under the age of 18 or vulnerable adults the images of such individuals must be pixelated/blurred, unless express consent for use was provided by a relevant parent or guardian.*