

Basco Products (K) Limited (hereinafter, the “Company”) is a company incorporated in Kenya. The Company is a registered Data Controller in line with the Kenya Data Protection Act of 2019 (‘KDPA’) In the course of its activities, the Company processes personal data of various stakeholders and privacy of the Data Subject remains important to the Company.

CONSENT FOR MEDIA UPLOADS, FILMING, PHOTOGRAPHY

I hereby consent the Company using images of myself caught in video recordings, photographs, audio recordings, Name, Identity Document Details, Contact Details and/or Location Details taken/recorded by the Company and/or its representatives.

I consent to them being used for identification, marketing, promotional, publicity related purposes and to their use in other Company publications, on any platform in an edited or unedited format, in print or digital format, at the discretion of the Company.

I understand that Images and Video/Audio recordings may be published on social media (Facebook, Instagram, Twitter, YouTube, etc.), advertisement platforms (digital banners and billboards, etc.), promotional materials (newsletters, flyers, etc.), web based and mobile applications and/or on the Company website or elsewhere.

I understand that:

- My images and other Personal Data collected will be held in accordance with the Data Protection Statement, KDPA guidelines and Data Protection Regulations of Kenya.
- My images captured in the video recordings and/or photographs will be the copyright of the Company and other intellectual property which arises in the photographs/recordings will also belong to the Company.
- I may be identified by the publications and personal data collected and that sensitive data may be derived from, such as racial background.
- I will not be entitled to any royalty-fee, fee or other compensation for featuring in the media, published or digital.
- I hereby agree to irrevocably assign all property rights in my photographs and/or recordings to the Company
- I can request to update my Personal Data held by the Company if I think it is inaccurate or incomplete.
- I can ask the Company to stop using my images and personal data at any time, in which case efforts will be taken to prevent them being used in future digital and offline publication, in which case it will not be used in future publications but may continue to appear in publications already in use or circulation as far as such request is reasonable and within the control of the company such as deletion of images from digital platforms.
- I can request for the deletion of stored Personal Data, whenever my consent is withdrawn (and there is no other legal basis for the processing), or for legitimate interest whenever I exercise the right to object to processing.

- I can object to the processing of the Personal Data whenever there is no overriding compelling legitimate grounds for the processing or in case of direct marketing (including profiling).
- If the recording is going to capture me speaking (e.g. an interview, presenting information, etc.), I also agree that I will only include any material in the recording which is the intellectual property (including copyright) of another party, if I have their permission or a license to do so and irrevocably license the Company to use and sub-license any copyright in the words spoken (once fixed by the recording).
- The Company shall take reasonable steps to not store my personal data and keep for longer than what is necessary to achieve the purpose of processing.
- That the company shall implement appropriate organizational and technical measures to safeguard the Personal Data collected/stored, to ensure its confidentiality and its integrity and its availability and to prevent from risks resulting from an accidental or unlawful destruction, loss, alteration, and unauthorized disclosure or access.
- That the Company may engage sub-processors to process the Personal Data on their behalf for content management and marketing purposes (e.g. social media marketing). A list of the sub-processors that may be engaged by the Company and provided upon request.
- The terms stated herewith do not apply to commercial contracts with advertising and promotional agencies contracted.

For any questions or requests relating to this consent form or the way the collected information will be used, please contact us at:
Basco Products (K) Limited
Telephone: +254-20-6823555/6823955
E-mail: privacy@bascopaints.com
For any question relating to data protection, please E-mail us at privacy@bascopaints.com

Disclaimer

The Company waives responsibility of videos/photos taken, shared and published by other unauthorized individuals at company events.