



As a charity, we rely almost entirely on the generosity of public donations to continue our work. One of the most meaningful ways to inspire support is by sharing real-life experiences from the children and families we care for.

If you're happy to share your story – which may be shared in the ways listed below – we would be truly grateful, though there is absolutely no pressure. We strongly encourage families to discuss this together, so that children and young people, including those under 16, are involved in the decision, and everyone feels comfortable with how their story and any photos may be shared.

You can find examples of stories we've shared on our website at www.hdh.org.uk or on our social media.

How we collect and store your story

With your consent, we may capture your story in different ways, including written words, audio recordings, photographs and/or videos. These may be taken at the hospice or, at hospice events, or shared directly with us (such as personal photographs or written reflections). We will refer to these materials together as your 'story media'. On signing this form, we may also ask for a photograph for reference purposes (or use one already held securely within your clinical record).

How your story may be shared

Your story may be shared in one or more of the ways listed – depending on your preferences or choices:

- Printed and digital materials (e.g. newsletters, leaflets, posters) shared in the hospice, at events, or in our retail shops
- Our website and social media channels, such as hdh.org.uk, Facebook, Instagram, LinkedIn and more
- Press and third-party use, including local press (print, radio, online) and approved fundraisers or partner organisations
- In internal communications, such as staff training, team briefings, and internal reports/presentations
- Across family communications, including family enews and shared family updates
- For research and evaluation, helping us to understand better and improve the care we provide
- Family memory-making, capturing special moments at the hospice or events which may be shared with you via email, print, phone, or through digital asset platforms

How we store and manage your data

- Consent for family story media may be given by a parent or legal guardian for a child under 16, or directly by a young person aged 16 or over, where they have the capacity to make this decision. Where a young person aged 16 or over does not have capacity, consent must be provided by their parent or legal guardian.
- Your personal data will be collected and stored securely, and processed in line with GDPR and our Privacy Policy at www.helenanddouglas.org.uk/privacy. Your consent will remain valid while we remain in regular contact with you and/or unless your circumstances or preferences change.
- If we have not been in contact with you for more than three years, we will contact you to review and refresh your consent and preferences. If your consent lapses, all future use of your story media will be paused until renewed. **Note:** This does not apply to any materials already shared, which may only be removed where requested and where possible, e.g. from our own channels. Removal from third-party or printed materials may not be guaranteed.
- If we have relevant consent, we will not contact you each time your story media is captured, used or shared. However, your story media will only ever be used in line with any permissions and/or exclusions recorded.
- We may be in contact if we require additional information and/or wish to use your story media in an alternative way that is not already consented.
- Your story media consent choices and preferences will not affect the care or support you receive from Helen & Douglas House.

Giving story media consent: Complete the form on the next page to give your permission for us to capture and share your family's story media. You can also specify any story media preferences and, if necessary, decline consent.

Alternatively, complete this online at hdh.org.uk/consentfamily, or scan the QR code.



For more information on how we share your story media, or if you need to update your details or preferences, or withdraw consent visit hdh.org.uk/consentfamilyrenew, or contact marketing@helenanddouglas.org.uk

To give your consent, please complete this form:

*Mandatory fields. Note those in a box are optional.

Alternatively, you can complete this online at hdh.org.uk/consentfamily, or scan the QR code.



*Child we support/supported:

Child's full name	Child's date of birth	Day/month/year
Child's diagnosis/condition and services received	Care status if known (e.g. respite, bereaved, sibling etc)	
	Further details	

Siblings name/s and date of birth (if applicable e.g. they currently visit hospice, or receive support etc):

Siblings details	
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*Parent/guardian details or individual (if aged 16+ and signing on behalf of yourself):

Parent or guardian or young person (16+) (1 - main contact)	Relationship to child	Parent or guardian or young person (16+) (2)	Relationship to child
Phone number (1)		Phone number (2)	
Email Address (1)		Email Address (2)	
Home address inc. postcode (1)			

Preferred method of contact: If we need to contact you regarding your story media and/or renew consent, we will use your preferred method first.

Preferred method of contact	Text/Whatsapp	Email	Phone	Post

*Story Media consent preferences:

Please let us know how and where you are happy for your story media to be shared.

I am happy for my story media to be shared across the channels listed overleaf (tick one option only)	Yes to ALL (Full consent)	Limited consent - tick options or write preferences below	No to ALL (No consent - no story media)

Story media preferences (only complete if ticked limited consent above)	☒ Please tick each channel to confirm If left blank or X, this means that you do NOT WANT story media shared on this channel	If you have additional preferences or exclusions not listed, please list here:
In our printed and digital materials (Print)		
Website and social media channels (Digital)		
Press and third parties (PR & Media)		
Internal communications		
Family communications		
Research and evaluation purposes		
Family memory making		

***I confirm that Helen & Douglas House may capture, store and share our story media in accordance with our Story Media consent preferences:** I understand that this remains valid for three years, and/or unless I withdraw it. For individuals age 16+: I confirm that I am 16+ and have the capacity to understand and give consent as above.

Parent/Guardian/Individual Signature	Date	Day/month/year
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Please note: Once you have completed this form, confirmation of family story media consent will be sent from beacon-mail.com, as all records are stored in Beacon CRM. If you have previously given family story media consent and want to amend or renew your details, or wish to withdraw consent, visit hdh.org.uk/consentfamilyrenew. Contact us at marketing@helenanddouglas.org.uk.

Helen & Douglas House Staff - please ensure this form is shared with marketing or uploaded within 7 days of receipt.