CHANNEL D PTY LTD
Team Image Consent — Protocol and Process Guide

Channel D integrates practice team photographs into personalised waiting room videos. Because these photographs depict identifiable individuals, applicable privacy laws in some jurisdictions — including Australia, the United States, and the European Union — require that the individuals concerned give their informed consent before their images are used for this purpose.

This document sets out the protocol Channel D requires all subscribing practices to follow. It includes two companion documents: a Practice Image Use Authorisation (signed by the practice) and a Team Member Image Consent Form (signed by each individual team member whose photograph is uploaded).

1. Why This Protocol Exists

Photographs of people can constitute personal data (and in some jurisdictions, biometric or sensitive data) when they are used to identify individuals. The relevant legal frameworks include:

- Australia — Privacy Act 1988 (Cth) and the Australian Privacy Principles: photographs of identifiable individuals are personal information and require a lawful basis for collection and use.
- United States (Illinois) — Biometric Information Privacy Act (BIPA): facial images used to identify individuals may constitute biometric identifiers, requiring written consent before collection and strict handling rules.
- European Union / United Kingdom — GDPR / UK GDPR: photographs used to uniquely identify a natural person are biometric data and constitute special category data, requiring explicit consent.

Even in jurisdictions with less prescriptive rules, best practice — and the terms of our Privacy Notice — require that individuals have been informed about and consented to the use of their image before it is uploaded to our platform.

2. The Two-Layer Consent System

The protocol operates at two levels:

> Layer 1 — Practice Level
>
> The practice (as the subscribing client) signs a Practice Image Use Authorisation. This document confirms that the practice has the authority to submit images to Channel D, understands how those images will be used, and warrants that individual consent has been obtained from every team member depicted.

> Layer 2 — Individual Level
>
> Before any team member's photograph is uploaded, that individual must sign a Team Member Image Consent Form. This form explains clearly what their image will be used for, that it may be technically adjusted, and how they can withdraw consent if they wish.

3. Step-by-Step Process

1. Before uploading any photographs, the practice distributes a Team Member Image Consent Form to each team member whose photograph will be submitted.
2. Each team member reads the form, asks any questions, and signs it. The practice retains the signed original.
3. The practice signs the Practice Image Use Authorisation and submits it to Channel D (by email, by upload to the platform, or by the consent function within the platform). The practice does not need to send us individual team member forms — they hold these on file.
4. The practice may then upload team photographs to the Channel D platform.
5. If a new team member joins and their photograph is to be added, a new consent form must be completed for that individual before their image is uploaded.
6. If a team member withdraws their consent (see below), their image must be removed from the platform promptly. The practice should notify Channel D so that we can ensure the image is removed from any videos already produced.

4. Withdrawal of Consent

Any team member may withdraw their consent at any time by notifying the practice in writing. Withdrawal is not retroactive — it does not affect anything already done — but it means the image must not be used in any new or updated content from the date of withdrawal.

On receiving notice of withdrawal, the practice must:

- Remove the relevant image from the Channel D platform immediately;
- Notify Channel D at info@channeld.com so that we can identify any videos in which the image has been integrated and remove or replace it; and
- Retain the withdrawal notice alongside the original consent form.

5. Record-Keeping

Practices are responsible for maintaining a file of signed Team Member Image Consent Forms. These records should be retained for the duration of the practice's subscription and for at least 7 years after the relevant individual's photograph is last used, in accordance with applicable law.

Channel D will retain a record of each Practice Image Use Authorisation for the duration of the subscription and for 7 years following termination.

6. New Team Members and Leavers

- New team member joining: complete a consent form before uploading their photograph.
- Team member leaving: remove their image from the platform on or before their last day of employment, regardless of whether they have formally withdrawn consent. Notify Channel D.
- Team member requests removal but is still employed: treat as withdrawal of consent. Remove image and notify Channel D.

CHANNEL D PTY LTD
Practice Image Use Authorisation

This Authorisation is completed by the subscribing dental practice and submitted to Channel D Pty Ltd prior to uploading any team photographs to the Channel D platform.

Practice Details

Practice / Business Name	Date
Practice Address	Date
Authorised Representative Name	Date
Role / Title	Date
Email Address	Date

Authorisation

On behalf of the practice named above, I confirm and authorise the following:

1. Purpose of Image Use

I understand that Channel D Pty Ltd will use team photographs uploaded by our practice solely for the purpose of producing personalised video content for display in our dental waiting room. I understand that Channel D may make technical adjustments to uploaded images (such as adjusting resolution, cropping, or colour correction) to ensure quality. I understand that Channel D will not share our team photographs with any other client or third party.

2. Individual Consent

I confirm that, before submitting any team member's photograph to Channel D, our practice has:

- Provided that team member with a Channel D Team Member Image Consent Form;
- Given them a genuine opportunity to ask questions and decline without adverse consequence; and
- Obtained their signed written consent.

I confirm that our practice holds signed Team Member Image Consent Forms for every individual whose photograph is or will be uploaded to the Channel D platform, and that these will be retained for at least 7 years after the relevant image is last used.

3. Ongoing Obligations

I understand and accept that our practice is responsible for:

- Obtaining fresh consent from any new team member before uploading their photograph;
- Removing images from the Channel D platform promptly when a team member withdraws consent or leaves the practice; and
- Notifying Channel D at info@channeld.com whenever an image needs to be removed from our content.

4. Warranty

I warrant that the information given in this Authorisation is accurate and complete, and that the practice has taken all steps reasonably necessary to ensure that the individuals depicted in uploaded photographs have given their informed consent to the use of their image as described above.

Signature

Signature of Authorised Representative	Date
Full Name (Print)	Date
Date	Date

Please return this completed and signed form to Channel D by:

- Email: info@channeld.com
- Upload: via the consent function within your Channel D platform account

CHANNEL D PTY LTD
Team Member Image Consent Form — Completing This Form Is Voluntary

Your dental practice uses Channel D, a video service that creates personalised video content for display in the waiting room. As part of this service, the practice may wish to use a photograph of you in some of these videos.

This form explains what your photograph will be used for and asks for your consent. You do not have to agree, and your decision will not affect your employment or your relationship with the practice in any way.

About Channel D and Your Photograph

What Channel D is: Channel D is a dental waiting room video platform operated by Channel D Pty Ltd (ACN 603 162 741), based in New South Wales, Australia.

How your photo will be used: If you consent, your practice will upload your photograph to the Channel D platform. Channel D will use your photograph to personalise video content specifically for your practice's waiting room. For example, your photo may appear in a 'Meet the Team' style video segment.

Technical adjustments: Channel D may make minor technical adjustments to your photograph, such as improving resolution or adjusting brightness, to ensure it displays well in video content.

Who will see it: The personalised video content will be displayed in your practice's waiting room. Your photograph will not be shared with any other dental practice, sold to any third party, or used in any advertising or marketing by Channel D without your separate consent.

Where data is stored: Your photograph will be stored on secure servers, which may be located in Australia and/or the United States (via Amazon Web Services). Channel D is bound by the Australian Privacy Principles under the Privacy Act 1988 (Cth).

How long it will be kept: Your photograph will be held by Channel D for as long as your practice uses the Channel D service and your image is active on the platform. If you withdraw your consent (see below), your image will be removed.

Your Rights

- This consent is entirely voluntary. You may refuse without any consequence to your employment.
- You may withdraw this consent at any time by notifying your practice manager or principal dentist in writing. Withdrawal will not affect anything already done, but your image will be removed from the platform promptly.
- You have the right to access the personal information Channel D holds about you and to request corrections. Contact Channel D at info@channeld.com or via www.channeld.com.

- If you have concerns about your privacy, you may contact the Office of the Australian Information Commissioner at www.oaic.gov.au.

Team Member Details

Full Name	Date
Role / Position	Date
Practice Name	Date

Consent Declaration

I have read and understood the information above. I give my consent for my photograph to be uploaded to the Channel D platform and used to create personalised video content for display in my practice's dental waiting room, as described above.

I understand that I may withdraw this consent at any time by notifying my practice in writing.

Signature	Date
Full Name (Print)	Date
Date	Date

For completion by the Practice — do not ask the team member to complete this section.

Received by (Practice Representative Name)	Date
Signature of Practice Representative	Date
Date Received	Date

☐ Consent given ☐ Consent declined ☐ Withdrawal received (date: _____)

Channel D Pty Ltd ACN 603 162 741 | Team Member Image Consent Form | Version 1.0 | [DATE]

This form should be retained by the practice for a minimum of 7 years after the relevant image is last used.