



# Media Consent and Release Agreement *(POPIA Compliant)*

## 1. Parties

This agreement is entered into between:

- **CAE Institute (Pty)Ltd**, herein referred to as “the Institution”, and
- **The undersigned individual**, herein referred to as “the Participant”.

## 2. Consent for Use of Personal Information

In line with the **Protection of Personal Information Act (POPIA)**, the Participant grants the Institution permission to collect, store, and use their personal information, including photographs, video recordings, audio recordings, and written material, for marketing and promotional purposes.

## 3. Scope of Permission

The Participant agrees that the Institution may use the above material on all media platforms, including but not limited to:

- Social media platforms (Facebook, Instagram, TikTok, LinkedIn, YouTube, etc.)
- Institution websites and blogs
- Printed marketing material (brochures, flyers, posters, newsletters)
- Radio, television, and online broadcasting platforms
- Internal presentations, events, and exhibitions

## 4. Duration of Consent

This consent remains valid indefinitely from the date of signature, unless the Participant withdraws consent in writing.

## 5. No Compensation

The Participant acknowledges that no payment or compensation will be due for the use of the materials described above.

## 6. Withdrawal of Consent

The Participant may withdraw consent at any time by submitting a written request to the Institution. Such withdrawal will not apply retroactively to materials already published.

## 7. Data Protection

The Institution undertakes to process and store all personal information responsibly and securely, in accordance with POPIA, and will not use the material for purposes unrelated to marketing and promotion of the Institution.

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Signed at \_\_\_\_\_ on this \_\_\_\_ day of \_\_\_\_\_ 20\_\_

Participant Name & Surname: \_\_\_\_\_

Signature: \_\_\_\_\_

Institution Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

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