



Photography & Videography Policy

Units 1&2 Windrose Point, Pynacles Close, Stanmore, HA74AG
VAT Registration number: 361476274

1. Purpose

ACE Courses (“ACE”, “we”, “our”, “us”) records photography and videography during its courses, events, and related activities. This content is used for legitimate business purposes, including but not limited to marketing, promotion, education, and documentation of our services.

2. Scope

This policy applies to all delegates, attendees, speakers, staff, and any individuals present at ACE Courses events or training sessions.

3. Use of Photography and Videography

By attending an ACE course or event, delegates acknowledge and agree that:

- Photography and videography may be captured throughout the event.
- Such content may include identifiable images, audio, and video recordings.
- Content may be used by ACE in:
 - Marketing materials (digital and print)
 - Social media platforms
 - Website content
 - Educational and training materials



- Promotional campaigns for current and future courses

All content remains the sole property of ACE.

4. Lawful Basis for Processing

ACE processes photography and videography under the lawful basis of **legitimate interests**, namely the promotion and development of its educational services and brand.

Where applicable, attendance at the event constitutes informed acknowledgement of this processing.

5. Consent and Objections

5.1 Prior Objection Requirement

If a delegate does not wish to be photographed or recorded:

- They **must notify ACE in writing prior to attending the course or event.**
- Notification must be sent with reasonable notice to allow appropriate arrangements.

ACE will take reasonable steps to accommodate such requests where notified in advance.

5.2 Post-Event Withdrawal of Consent

- Once a delegate has attended the event without prior objection, **consent to the use of photography and videography is deemed to have been given.**
- **Requests to withdraw consent after the event has taken place will not be accepted.**



This is due to:

- The operational and financial burden associated with editing, re-editing, or removing content already produced and/or published.
- The reliance placed on captured materials for legitimate business and marketing purposes.

Accordingly, there is **no obligation on ACE to remove, alter, or cease use of such content following the event.**

6. Data Retention

ACE may retain photography and videography for as long as reasonably necessary for its business purposes, including ongoing marketing and archival use.

7. Third-Party Sharing

Content may be shared with third-party service providers (e.g. marketing agencies, videographers, social media platforms) solely for the purposes outlined above.

8. Delegate Responsibility

Delegates are responsible for:

- Reviewing this policy prior to attending
- Notifying ACE in advance if they object to being recorded

Failure to do so will result in deemed acceptance of this policy.

9. Policy Acceptance

By attending an ACE course or event, delegates confirm that they:

- Have read and understood this policy

ONE MISSION: ELEVATING DENTISTRY
ONE FAMILY: EMPOWERING CLINICAL DENTISTRY



www.ace-courses.co.uk

- Accept the recording and use of photography and videography as outlined
- Waive any right to object to the use of such materials after the event has taken place

10. Contact

For any queries or prior objections, please contact:

ACE Courses

ace,course.bookings@gmail.com

Whatsapp Message only +7856 n942 685

Drs. Kushal Gadhia and Rahul Shah

ACE Directors