



Agreement on the Use of Photographic, Film, and Audio Recordings

University of Hohenheim

Institute / Department _____

Address _____

Email address _____

– hereinafter referred to as “**University**” –

and

Name: _____

Address: _____

– hereinafter referred to as “**Subject**” –

1. Purpose

The University would like to make recordings of the Subject and use them for public relations and marketing. This Agreement sets out the rights and obligations of the parties resulting from this contractual relationship.

2. Rights of use

(1) On _____

photographic recordings film recordings sound recordings (e.g. podcasts)

(hereinafter referred to in short as “Recordings”) will be made of the Subject.

The name of the Subject may be mentioned or omitted by the University at its discretion.

(2) The Subject hereby agrees

- a. that his/her Recordings may be used, processed, distributed, and published fully and in an unlimited manner in terms of content, time, and space for the above-mentioned purpose;
- b. that the Recordings may be processed (e.g. conversion of the Recordings, combination with other material or other form of processing) on the necessary or desired scale prior to publication).

The University hereby undertakes not to distort or present the Subject in a context that violates the Subject’s personality rights. The selection of the visuals is at the University’s discretion. The University may use any number of Recordings. It is under no obligation to use them.

- (3) The rights of use encompass more particularly the utilization and publication of the Recordings
- in print media (e.g. flyers, brochures)
 - on the Internet/online media
 - on social media in particular Instagram, Facebook, X, TikTok
 - at events such as trade fairs, open days etc.
 - for public relations
 - other: _____

The Subject is aware that digital images, videos, and audio data from the Internet or social media can be copied, used for a different purpose or also modified without the University having any control over this.

- (4) Furthermore, this Agreement stipulates that the Recordings will be stored in the University's photo archive. In the photo archive, the photos sorted chronologically and topically can be found in the picture gallery using a text search tool, downloaded in print quality, and used for any reporting related to the University of Hohenheim. These functions are available to everyone via the Internet for a specific selection of images. University employees can access the entire image gallery via the Intranet. Please note that material from the photo archive may be used not only in connection with the concrete event in the Recording. Delete where appropriate and indicate another archive/storage location:
- _____

3. Remuneration

As remuneration for his/her consent to the creation and use of the Recordings and for granting the exclusive rights of use, the Subject will receive the amount of _____. The fee covers all claims of the Subject in full.

4. Other, General

- (1) Any amendment or supplement to this Agreement and all its parts must be done in writing and expressly state that it concerns an amendment or supplement to these conditions. This also applies to the waiver of this formal requirement.
- (2) If any provision of this Agreement is or becomes invalid or should the Agreement contain a loophole, this will not affect the legal validity of the remaining provisions. In place of the invalid or missing provision, a valid provision will be deemed to have been agreed which comes closest to the economic intentions of the parties.
- (3) This Agreement is subject to German law.

Place, Date

Place, Date

Name, Signature Subject

Name, Signature University of Hohenheim



Information sheet in accordance with Articles 13 & 14 GDPR

Responsible Unit Please complete: Department/Institute, Postal address and Email address	University of Hohenheim _____ _____ _____
Contact details of the data protection officer	Dr. Heiko Haaz UIMC DR. VOSSBEIN GMBH & CO. KG Tel.: +49 202 946-7726200 Email: datenschutz.uni-hohenheim@uimc.de
Categories of personal data	Name, photographic, video, and sound recordings of the Subject (depending on the contractual provisions in individual cases)
Purpose of data processing	Public relations and marketing, publications on all media, social media in particular Instagram, Facebook, X, TikTok and use of our photo archive.
Legal basis for data processing	Agreement pursuant to Article 6(1) b GDPR
Recipients/ Categories of recipients	Depending on the contractual provisions in individual cases: › Readers of print publications › Visitors to events › Visitors to Internet pages/online media › Visitors to social media › Readers of press releases › Service providers utilized such as IT service providers as part of the support and update services for the image gallery's software
Possible third country transfer	It cannot be ensured that all recipient countries have an adequate level of data protection in accordance with the GDPR (e.g. due to national mass surveillance laws of countries such as the USA with the risk of disclosure to (US) authorities). The derogations set out in Article 49(1) b GDPR apply to the worldwide publication of the Recordings.
Duration of storage	The Recordings will be kept for documentation purposes for a period of 30 years.

We hereby inform you that in accordance with Article 15 ff. GDPR, you have the right vis-a-vis the University to **access** your personal data, to **rectification, erasure or restriction of processing**, a **right to object** to processing and the right to **data portability** under the conditions defined therein. In accordance with Article 77 GDPR, you also have the right to lodge a **complaint** with a data protection supervisory authority if you are of the opinion that the processing of your personal data violates this Regulation.

Document prepared by the Staff Unit Marketing and Events, June 2024