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# How we use your photo

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**Marketing and Communications**

**Patient Information**



Thanks to people like you, The Royal Marsden is able to use incredible photography of genuine patients to help illustrate the work we do as a leading cancer centre.

You've received this leaflet alongside the copy of your consent form to give you more information about how we might use any photos you've allowed us to take of you in our communications.

## How we use your photo

Our photographs are used in materials promoting The Royal Marsden and The Royal Marsden Cancer Charity, in areas of our work such as research, treatment and care, as well as service and patient information. Examples of these are below:

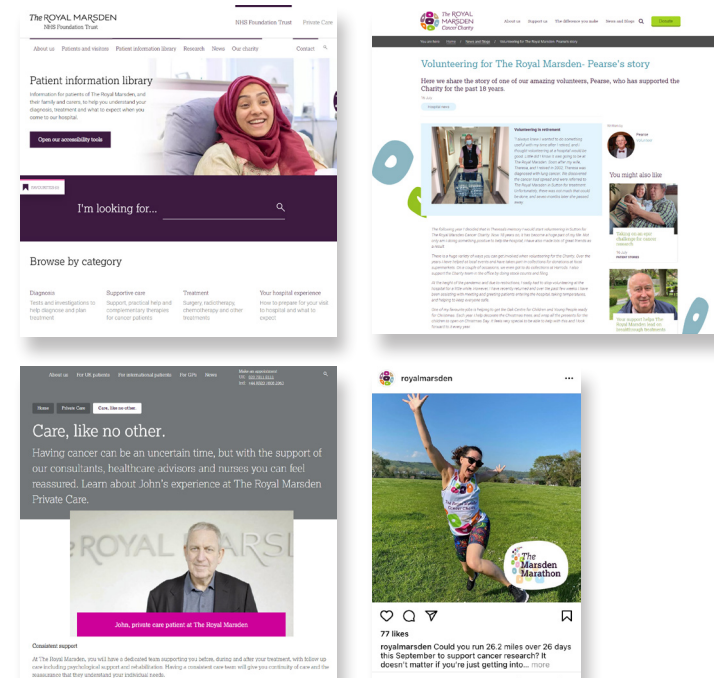
## Patient information, posters, leaflets and information screens



## Publications, magazines and reports



## Website and social media



## Contact us

For more details on how your photo is used, please refer to your pink consent form. We store all our patient data and imagery safely and securely, in line with General Data Protection Regulation (GDPR).

You can also refer to the 'How we use information about you' page on The Royal Marsden's website at [royalmarsden.nhs.uk/your-data](https://royalmarsden.nhs.uk/your-data) and the privacy policy on The Royal Marsden Cancer Charity's website [royalmarsden.org/privacy](https://royalmarsden.org/privacy).

If you have any concerns or questions, please contact our Patient Advice and Liaison Service (PALS).

Telephone: 0800 783 7176

Email: [patientcentre@rmh.nhs.uk](mailto:patientcentre@rmh.nhs.uk)

Post: PALS

The Royal Marsden NHS Foundation Trust

Sutton, Surrey

SM2 5PT

## References

This booklet is evidence based wherever the appropriate evidence is available, and represents an accumulation of expert opinion and professional interpretation. Details of the references used in writing this booklet are available on request from:

The Royal Marsden Help Centre

Freephone: 0800 783 7176

Email: [patientcentre@rmh.nhs.uk](mailto:patientcentre@rmh.nhs.uk)

No conflicts of interest were declared in the production of this booklet.

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Radiotherapy and  
Chemotherapy Services  
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