**3.6 Consent**

It should be noted that Data Protection Legislation sets a high standard for consent and it may not always be the easiest or most appropriate lawful basis to rely on for processing personal data.

Any consent obtained must be freely given, specific and informed. The individual giving consent must give an unambiguous indication of agreement with a clear, affirmative action. We must also ensure that, wherever consent is relied on, the data subject is notified of their right to withdraw such consent at any time, we must offer a simple way of doing so to that data subject, and we must act on withdrawals of consent as soon as we Can.

Freely given consent means that an individual has a genuine choice and control over how their personal data is used. If the individual has no real choice, consent is not freely given and it will be invalid. Consent should be kept separate from other terms and conditions wherever possible (e.g. a statement of consent in an employment contract is unlikely to be considered valid consent).