ASSETBANK

University of BRISTOL




# How the University of Bristol use Asset Bank to manage consent forms and take control of their assets

# Introduction

## From manual hurdles to automated flow: resolving the consent bottleneck

At a world-class institution like the University of Bristol, the human element is at the heart of every story. However, showcasing that human element, through photography of students, researchers, and guest speakers, brought with it a significant administrative burden: **GDPR compliance and consent management**.

Before integrating Asset Bank, the University's creative and marketing teams were **locked in a cycle of manual oversight**. Every time a designer wanted to use an image for a prospectus or a social campaign, a complex "permission hunt" began. Staff had to manually cross-reference image files with physical or scanned consent forms stored in separate databases. If a student's consent had expired or was restricted to specific use cases, finding that information was often a needle-in-a-haystack exercise.



**25**
academic schools

**600**
user license Asset Bank plan Professional, 500MB storage

**32,000**
students

**10,500+**
assets



# The Challenge

## The friction of manual compliance

For the University of Bristol, the hurdle wasn't just storing images; it was the high-stakes bureaucracy of rights management. Before Asset Bank, the university operated in a decentralised environment where visual assets and their corresponding legal consent forms lived in two different worlds.

### The consent bottleneck

Marketing teams were forced into a "holding pattern," manually verifying paper or scanned consent forms from students before a single image could be published.

### Operational drain

Creative staff spent a disproportionate amount of their week performing administrative "detective work" to ensure GDPR compliance.

### Risk of brand erosion

With no central "kill switch" for expired assets, the University faced the constant risk of using outdated or unauthorised imagery, potentially compromising both legal standing and brand prestige.



# Solution

## An integrated content ecosystem

The university implemented Asset Bank as a **single source of truth**, moving away from siloed folders to a sophisticated, metadata-driven architecture.

### Content-consent marriage

By utilising Asset Bank's "**Linked Assets**" feature, consent forms were digitally tethered to their respective media. A user viewing a photo can now instantly see the associated legal documentation.

### Automated expiry management

To eliminate the risk of illegal asset use, Bristol utilised **automated expiration dates**. Assets with time-limited consent are now automatically flagged or restricted once their permissions lapse.

### Self-service permissions

The system's granular permissions allow different departments to access a shared "**Brand pool**" of pre-approved, consent-cleared assets, removing the need for intermediary approval steps.

# The result

## Speed, security, and scalability

The transition to Asset Bank fundamentally shifted how the University of Bristol communicates with its global audience.

Beyond the technical upgrade, **the real transformation has been in user adoption**. While their previous internal system remained largely dormant, the University has fully embraced Asset Bank as a high-velocity, self-service hub.

The friction of manual uploads has vanished; **teams can now ingest massive libraries in seconds, and thanks to dynamic user permissions**, the days of waiting for access approvals are over. **This shift has turned a former bottleneck into a streamlined gateway for the University's visual stories**.

**Nick Riddle, Internal Communications Manager**, notes that the transition was seamless, citing a pricing model that scales perfectly with the institution's unique needs. Onboarding, which used to be a fragmented, case-by-case chore, is now an automated breeze. New users are empowered to hit the ground running in a fraction of the time, fostering a culture of instant collaboration between students, staff, and external agencies.

With the backing of Asset Bank's Customer Success team and an expansive, 24/7 help center, the University has significantly reduced support tickets. Users have the autonomy to solve problems using intuitive guides, ensuring that digital asset management enhances—rather than interrupts—their daily creative flow.

### Rapid campaign deployment

The time from asset selection to publication has been slashed. Marketing teams no longer wait days for permission; they operate with instant certainty.

### Drastic reduction in admin overhead

By automating the verification process, staff have reclaimed hundreds of hours previously lost to manual file-matching, allowing them to focus on high-impact storytelling.

### 100% compliance confidence

With a clear audit trail and automated archiving, the University has mitigated the legal risks associated with GDPR and image rights.








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# How Asset Bank helps

- Centralised asset storage with built-in consent and rights management
- Clear, visible usage rights at every stage
- Automatically initiate compliance actions - not just expiry reminders
- Granular permissions across teams and departments
- Full audit trails and reporting

**Use assets confidently. Control access. Protect rights.**




## We're trusted by global universities

The Open University

Goldsmiths
UNIVERSITY OF LONDON

University of BRISTOL

UNIVERSITY OF BIRMINGHAM

## Explore how we can help you

Book a demo to see how Asset Bank helps universities stay compliant.

**We offer a 10% discount to all higher education clients**

Book a demo today