



Ethical Image Policy

Through images and case studies, we can raise awareness and bring our work to life. The images we choose to represent our work must show a true and accurate account of the ways in which people live. Authenticity is key to upholding our reputation. The gathering of images can cause harm if it is not carried out to a high ethical standard and they can cause offence if they are intrusive or inappropriate. The use of images can also be counter-productive if they are reproduced inaccurately or with manipulation. As a people-centred organisation, we must do our utmost to ensure we treat people with dignity and respect. This extends to all aspects of image gathering and reproduction. When taking images, we must provide clear information about why we want to take a person's image and explain that it is their right to refuse to participate or to change their mind. People should feel like an active participant in the image making process and happy for their images to be taken and used.

Anybody gathering or using images for or on behalf of ICDI, or commissioning someone else to do so, must read the following guidelines before carrying out their work (throughout the policy the word 'images' refers to both photography and film footage).

Accuracy

Images and the contexts in which they are used should avoid wrongful attributions, false information about places and people, misleading juxtapositions and inaccuracy in depicting the way we work.

Consent

We must ensure we treat people with dignity and respect. We must provide clear information about why we want to take a person's image and explain that it is their right to refuse to participate or to remain anonymous. Consent must be freely given and should be recorded as either a signed consent form or a video recording. The request for consent must be presented in a manner which is clearly distinguishable from other information, in an easily accessible form, and using clear and plain language.

Social Media and consent

Informed consent must be gathered for images shared on social media; this includes any photos shared by volunteers, staff and supporters on a trip whether posted on personal or official ICDI channels.

Ethical Integrity

The ethics of photographic reproduction can be complex and there are differing views about style and how images should look. We want to tell rounded stories –which means showing a wide range of situations and emotions. We ensure that individuals are always depicted with

agency, accuracy and in a dignified way. We should continually consider and reflect on how we can avoid harmful stereotypes and tropes, respect an individual's privacy and be mindful of cultural sensitivities.

Manipulation

In the digital age, what constitutes as manipulation is subject to different interpretations. As a guide, authenticity should be maintained in any digital process involving image editing.

Child Protection

Images of children can be particularly emotive and as such are crucial to raise awareness and funds for our work. However, working with children is a sensitive issue and extra care must be taken to ensure that the children featured in imagery are protected and their needs respected.

Working with Donors

Sharing stories about our work with supporters is central to our fundraising and awareness raising efforts but the needs and desires of donors and supporters should not be placed above our responsibility to respect the people we help.

Equality and non-discrimination

Our photographs are an expression of our approach to equality and non-discrimination; therefore, we must consider who we are taking photographs of. All individuals should be shown in a dignified way. This is particularly important for individuals who may face discrimination or exclusion. Photographers and filmmakers should ensure that they depict people who may be discriminated against as an integral part of society and the community – they should not be singled out.

Impact of a photography/film visit on the community

When planning a visit it is important to consider what impact the trip will have on the community visited. It may raise expectations that work will be carried out and that a person's situation may change. This could have a knock on effect far beyond what might be expected.

Photo rights

We can only use photos we have rights to. We have the rights if:

- A staff member took the photo
- A photographer hired by ICDI took the photo
- A partner organization has provided the photo AND given permission for its usage in writing
- We have licensed a stock photo. The usage rights will be spelled out in the purchase agreement and must be adhered to



Consent form – adult

Name: _____

_____ Date: _____

_____ Location: _____

_____ I give my consent
for the images/footage, interviews and personal data collected to be
used by ICDI and
_____ (photographer/filmmaker).

I understand the following:

1. The material will be stored and transferred securely by ICDI and could be used on printed materials (including fundraising appeals, publications and adverts) and online including in social media.
2. The material could be used by ICDI's partners in advocacy, fundraising, campaigning and programme work.
3. The material could be used in the press, such as in newspapers and on television.
4. The material will be used actively for 5 years and then archived and safely stored. There are some instances where material may be used after 5 years but it will always be appropriately contextualised. ICDI is committed to upholding the rights of data subjects under data protection legislation.

ICDI will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with ICDI and support its aims. I understand that I can withdraw my consent at any time by contacting ICDI or one of their partners.

Signed:



Consent form – minors

Name of parent/legal guardian: _____

Signing on behalf of Name of child/children (under 18):

_____ Location: _____

_____ I give my consent for the images/footage, interviews and personal data collected to be used by ICDI and

_____ (photographer/filmmaker).

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Signed:

Consent form – community

Name: _____

Date: _____

_____ Community or institution (e.g. school):

_____ Location: _____

_____ I
confirm that I have discussed the collection of stories, images and
data with the residents/attendees of the above community/institution
and explained that all photos, film footage, interviews and personal
information from this visit will be used by ICDI and
_____ (photographer/filmmaker).

I understand the following:

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including in social media.

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