



IMAGE ETHICS POLICY

Safe Guarding Children, Young People and Their Communities.

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INTRODUCTION

The guidelines given in this document is intended to guide the Christina Noble Children's Foundation (CNCF) Entity, freelancers and those we commission on best practice when gathering and using content. Throughout the policy the word 'images' refers to both photography and film footage. The policy has been written following research and discussion around best practice produced by a variety of organisations including media organisations and other international NGOs. This Ethical Image policy considers our organisational values of being respectful and accountable and acting with integrity. It will be reviewed every two years.

Anybody gathering or using images for or on behalf of CNCF should read the following guidelines before carrying out their work.

APPLICATION

This policy applies to:

- a. All those visiting CNCF Project Operation premises and projects in Vietnam and Mongolia from the Christina Noble Children's Foundation Entity, including its headquarters in the United Kingdom and all of its country offices, regional offices, liaison offices, and any other offices operating under the name of the Christina Noble Children's Foundation.
- b. All National Organisations that have signed a Members' Agreement and License Agreement with CNCF; and
- c. All other Associates and Visitors, that agree to be bound by the Ethical Image Policy and Procedures

MISSION STATEMENT

The Christina Noble Children's Foundation (CNCF) is an international partnership of people dedicated to serving the physical, medical, educational and emotional needs of vulnerable children in Vietnam and Mongolia. We believe that every child is an individual who deserves love, respect and freedom from all forms of exploitation. We establish long-term relationships with the children we support and empower them to live happy, emotionally rich, and independent lives.

CHILD PROTECTION AND SAFEGUARDING

is the protection of all children from violence, exploitation, abuse and neglect **Article 19** of the [UN Convention on the Rights of the Child](#) provides for the protection of children in and out of the home. In addition The [World Health Organization](#) (WHO) defines *child abuse* and *child maltreatment* as "all forms of physical and/or emotional ill-treatment, sexual abuse, neglect or negligent treatment or commercial or other exploitation, resulting in actual or potential harm to the child's health, survival, development or dignity in the context of a relationship of responsibility, trust or power.

PURPOSE

CNCF's mission is to transform the lives of the poorest and most marginalised children and their communities by giving them access to education, healthcare and community development opportunities.

Images play a vital role in helping us to raise awareness on our humanitarian activities and in bringing our work to life. However, the gathering of images can cause harm if not carried out to a high ethical standard and can cause offence if they are intrusive, inaccurate or manipulated. The use of images can also be counter-productive if they are reproduced inappropriately. The images we choose must show a true and accurate account of the ways in which people live. Authenticity is the key to upholding our reputation.

As a people-centred organisation we must do our utmost to ensure we treat people with dignity and respect and 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. People should be comfortable with the process and happy for their images to be taken and used. When reproducing images, we should ensure that the images we publish reflect the our ethos.

Respect - We treat everyone with dignity and respect and champion the rights and contribution of all to achieve a fairer world.

Accountability - We are accountable to those whose lives we hope to see transformed, to those we work with and to those who support us.

Integrity - We act with honesty and conviction and our actions are consistent with openness, equality and human rights.

'Our working practices will clearly reflect our culture, values and mission. They will be people-centred and dynamic, drawing strength from our diversity and recognising the complexity of the contexts in which we work... We will challenge ourselves to think creatively, innovate and take managed risks in order to further improve our effectiveness.'

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 the way we work. It is of the utmost importance that if we say work will take place in a community then it does indeed take place.

All those involved in gathering images and related case studies must accurately document the conditions that they see. Images should only be taken of people's typical activities and the story that they relate in their interview. CNCF must represent people accurately and fairly. We must never imply that people are suffering from things they aren't. Authenticity is the key to telling a good story.

Basic information

The following basic information should be gathered with all images:

- a. Date
- b. Place
- c. Name of person

- d. Age (if known)
- e. Family status (e.g. mother of four)
- f. Involved in a CNCF programme or not.
- g. Any restrictions

We will be accurate in the use of our images and ensure that:

- We use the correct names and details of people and places. Please see guidance on child protection below for instances where we should not use full names and places.
- We do not wrongly attribute quotes.
- We do not imply that we will help someone if we know that this is not true. For example, an image showing in an area where we will not be working can be used to highlight our work, but we must not say that we have/ will help the person(s) photographed.
- Pictures of community members with logos or slogans for a particular campaign should not be taken or used unless it relates to something that they are already engaged in through our country programmes.
- For any communities featured in an appeal where we state that we will be working, we must confirm that work will take place there before using the images. The marcomms manager is responsible for checking this information.
- If we are using stock images we will not state anything that is untrue in the accompanying information.

Translations

It is crucial that all translations are accurate and honest. Where possible we will use professional translators. This will ensure we get the full, detailed story and limit the potential for bias or misunderstanding. It should be explained to community members that they should be open and honest. When people are interviewed on film, a professional translator should be used to transcribe the footage if this was not possible in the field. Translators should be given clear Terms of Reference.

LONGEVITY

Anyone selecting an image to reproduce must consider the date an image or case study was gathered and whether the content depicted is still relevant for their message. On high profile resources, we advise including the date a photograph/case study was collected.

- We must carefully consider the wording used to accompany images. If the present tense is used in relation to a specific individual or situation depicted, the image/case study should not be more than 18 months old.
- Images that are five years old or more must have approval from Head of Communications before using these images.

CONSENT

As a people-centred organisation we must do our utmost to ensure we treat people with dignity and respect. We must provide clear information about why we want to take their image and explain that it is their right to refuse to participate. People should be comfortable with the process and happy for their images to be taken and used.

Ensuring that the people we take images of are truly giving us their consent is a problematic area and one that people involved in NGO imagery are constantly grappling with. It is important that anyone collecting images, whether they are a CNCF Entity, media, a freelancer is aware of these issues and works to overcome them. There are two key issues:

- Many people will agree for their images to be taken without a full understanding of what they will be used for.
- There is not an equal power relationship between us and a community member who we are working with. People may feel unable to refuse a request to be photographed in case it jeopardises the project.

People's full understanding of what they are consenting to is more important than written consent.

The following approaches should be taken:

1. We must explain how the images and stories that we collect will be used and should show examples to clarify this. It must be made clear that the images will be used widely and internationally. No promises about limiting usage should be made.

Wherever possible it is recommended that programme staff visit a community and explain about the forthcoming trip by the filmmaker and photographer **before** it takes place. They should take examples of how the images may be used and spend time discussing any concerns. This enables community members to decide if they wish to spend time with the visiting team and are happy for their images to be used. A resource pack and suggested discussion points for programme staff will be made available.

2. Requests for consent must be carried out in local languages – ideally through an independent, professional translator.
3. We must respect local hierarchal structures to ensure that we ask consent from the correct people. Ensure family consent is requested if required, especially of young children.
4. The individual responsible for gaining consent on a trip should confirm that it has been gathered for all images placed on CNCF's central library. Completed consent forms should then be stored locally (either digital or physical copies).

Written or verbal consent?

As outlined above, a true understanding of what individuals are consenting to is our prime concern. This should then be recorded either in writing or on film.

If consent is discussed at a community meeting, then agreement can be filmed or the community leader can be asked to sign the written consent form. We should be mindful that there are also many occasions where we work with people who are illiterate and their written consent would not necessarily mean informed consent. In these cases, filmed consent is a better option.

In some circumstances written, rather than verbal consent is required. For example, if it is known in advance that the photograph is likely to be used in an exhibition or in the media, we need a written consent forms as news agencies in particular will ask for these.

You can find consent forms at the end of this document. There are three forms: one for adults, another which is designed to be signed by one person, e.g. a teacher or community leader, on behalf of others, including minors, and a third which can be used in schools. Country programme staff will be able to advise which form is the most appropriate.

It is our responsibility to discuss consent and ensure that communities understand why images are being taken and what they are being used for. If a CNCF Entity, media, freelancer or someone working for a partner organisation feels that a photographer or filmmaker is working in an inappropriate way, or that inappropriate questions are being asked, then they should immediately stop the photography/filming and raise their concerns.

Our pledge to children and their communities

In gaining informed consent we should outline the following:

- We will explain how and where images will be used, using examples wherever possible.
- We will represent people accurately and honestly.
- We will only take images of people who want their images taken.
- We won't identify people who wish to remain anonymous.
- If we take images in places where we are not working, and do not plan to work, we will explain this and never imply that we will work there.

ETHICAL INTEGRITY

The ethics of photographic reproduction can be complex and there are divergent views, but as an NGO which strives to uphold the values of respect, accountability and integrity we should endeavour to be a leader in this field. As such, we should consider and reflect on issues such as cultural sensitivity, how to avoid perpetuating negative stereotypes, and being respectful of an individual's privacy.

Stereotypes: We do not want to perpetuate the stereotypes of people living in the developing world, but instead want to show a true and accurate account of the ways in which people live. This means we want to show people as dignified human beings not helpless objects of pity. We have to be very careful not to propagate outdated ideas of colonialism: of incapable people waiting for help. Images of victimhood should be avoided and we should instead gather a range of images that show the need but also depict capable individuals helping themselves.

Positioning of the subject: We should try to avoid using images of vulnerable people shot from above as this can reduce the dignity of that person in the eyes of the viewer. Ideally images should be taken at the same level or looking up at a subject, particularly when showing the need.

Perspective: An Asian community member being addressed by a white member of staff can enforce the impression of colonialist power. Photographing them among a community or in discussion with them shows them at the same level.

Cultural sensitivity: We should be mindful that even when gathering material is culturally acceptable in one place, it may not be acceptable to show it in another. We must show extreme care and sensitivity when using photographs that depict taboo practices or stigmatised populations, for example a photograph or film of someone openly defecating is sensitive and undermines the dignity of the people involved.

Privacy and respect:

- **Distance:** Showing someone in emotional distress very close up could violate their privacy. Care should be taken to give the subject space.
- **Obscenity:** Care must be taken to ensure that the images we use are appropriate for our audiences. We should never use images that could in any way reduce people to objects of desire.
- **Disclosure:** If a person is suffering from disease but does not want us to disclose this information or would rather be interviewed or quoted anonymously we must respect this. We must at no time use images or information that has any chance of resulting in discrimination of the subject (for example by disclosing someone's HIV status by including their image when they wish to keep this information private).
- **GPS locations:** The use of GPS coordinates needs to be carefully considered. We will not identify the location of any individuals by publically giving GPS locations of homes.

MANIPULATION

In the digital age, what constitutes manipulation is subject to different interpretations. As a guide, authenticity should be maintained in any digital process involving image manipulation. However, the following points should always be considered:

- **Changing colour:** Many photographers will alter the colours of an image as part of their artistic process. However, no changes should be made by them or us that alter the concept of the image. So, for example, images should not be changed to duller or sepia tones to make the situation look worse than it is. All changes in colour should be done by a professional with a calibrated screen.
- **Cropping:** Many images are cropped before publication online or in print; however, the cropping must never be done in a way that alters the context or atmosphere of the image. In addition, please always refer to the usage rights as there are times when professional photographers will state that their images must not be cropped.
- **Enhancement:** Digital technology makes it very easy to enhance and change images. Care must be taken to ensure that any enhancements do not alter the context of an image. For example, it is acceptable to remove red eye from a photo but not for example to change the colour of river water in an image to

make it look worse. Despite the fact that we can alter images, a viewer should still be able to rely on them as 'credible evidence' and proof that something happened at a certain time and place. Over-enhancement can ruin this credibility.

- **Editing:** We will not edit film footage in a way that changes the reality filmed. Edited pieces should always accurately represent the story.
- **Flipping:** Images should not be reversed as this does not represent the picture that was taken.
- **Composite images:** We will not create composite images (except in the instance outlined below) as this misrepresents the true picture.
- **Set up or super-imposed images for publicity campaigns:** At times we may set up images for publicity stunts/campaigns which will then have elements added to them. In all cases it should be obvious that these are 'set up' and never presented as reality.

CHILD PROTECTION

Child protection issues 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 therefore be taken when choosing images to publish to ensure that the children featured in photographs and films are properly treated. It is worthwhile to apply your own moral code – ask yourself how you would feel if the child was your own.

- **Contact information:** Care must be taken in the way in which we publish images. No information will be given out that will allow an external person to contact a child in an image. This means we must never publish the location of a child and the child's surname simultaneously. Care must also be taken to ensure this information is not printed about their family members. GPS coordinates should never be linked to a child's name or image
- **GPS co-ordinates:** These should not relate to a home or school or any other specific building, but they can be used if linked to a more general address such as a village or area.
- **Vulnerability:** It is vital that our images show reality and are not set up or manipulated to make a situation look worse than it is. For example, we advise photographers not to place a baby on the floor and take an image from above as this can make them look more vulnerable and helpless. If a mother is holding her child, then we should take and use this image.
- **Nudity:** While some children in the countries where we work run around naked, our marketing materials are used in countries where this is not the norm and there are cases where NGO images have sadly been used inappropriately. We therefore will not take or use images that show any child naked from the waist up or down.

Please also refer to our Child Protection and Safeguarding Procedures.

EQUALITY AND NON-DISCRIMINATION

Our photographs are a public expression of our approach to equality and non-discrimination; therefore, we must consider who we are taking photographs of. All individuals should be depicted in a dignified

way. This is particularly important for individuals who may face discrimination or exclusion. This may include, but is not limited to, older people, women, people with disabilities, and children. 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.

NON DISCRIMINATION STATEMENT

The Christina Noble Children's Foundation ('CNCF') is a non-religious, non-political, not for profit children's organisation. CNCF does not promote or discriminate against any person, population group, or organization with regard to categories such as race, color, religion, sex, national origin, age, mental or physical disability, political belief or affiliation, genetic information, sexual orientation, creed, marital status, citizenship status or veteran status. We do not discriminate and we take affirmative action and measures to ensure against all discrimination on the bases of race, color, gender, national origin, age, religion, creed, disability, sexual orientation, gender identity or gender expression.

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, for example, 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. If the aim of a trip is to gain content around an issue then it is important that no impression is given that work will take place.

REMUNERATION

CNCF staff may wish to give gifts to communities whose time they are taking up in order to gather photos and case studies. We would suggest items such as staple foods, clothes, children's gift. It is normally not part of our policy to pay communities to take their images, particularly during short visits and where the time commitment of the subjects is not more than a few hours. However, in exceptional circumstances where we require a longer time commitment from individuals, it may be appropriate to compensate the individuals on a loss-of-income basis. Speak to the country team and our partners to see what is appropriate and act on their suggestions. As a general guide the following are suggested options to be considered with the country team and partners:

- Whether or not the compensation should be communicated upfront or offered as a gift at the end. This decision may also be influenced by the level of candidness that we are hoping to achieve.
- If the decision is made to make a payment in cash, this should be handed over at the end of the assignment in a discreet manner by CNCF Entity Manager.
- As a guide for the value of compensation, this should be based on the income lost. Speak to the local team or partners to find out how much individuals would normally be paid per day in their jobs.

Care should be taken at all times to handle these issues transparently and without giving potential cause for conflict. If in any doubt, please defer to the advice and support of the local team and partners.

CREDITS AND THIRD-PARTIES

Credits

CNCF will credit all photographs taken by freelance photographers in the following way: **CNCF/photographer's name**; unless otherwise stated on the image library.

Sending images to third parties

CNCF will only grant the use of its images to third parties who will use them to raise funds/awareness of our work.

FINAL CONSIDERATIONS

By following our consent guidelines and ensuring people fully consent to the use of their images we will be able to avoid these issues arising.

Key considerations when taking photographs for CNCF:

1. Does it accurately reflect what you want to portray?
2. Is it truthful?
3. Does it reinforce any negative stereotypes?
4. Will reproduction impinge on the rights of anyone in the image (e.g. to privacy)?

Key considerations when choosing an image to reproduce:

1. Does it accurately reflect what you want to portray?
2. Is it truthful?
3. Does it reinforce any negative stereotypes?
4. Will reproduction impinge on the rights of anyone in the image (e.g. to privacy)?

If you cannot find a suitable image please contact Head of Communications who will be happy to help you with your image search.



DECLARATION

Christina Noble Children's Foundation International (**CNCFI**) is committed to creating a safe environment for children and young people.

CNCFI Image Ethics Code of Conduct should be read in conjunction with its Child Protection Policy and Visitors Policy. All associates and visitors must read, sign and abide by the Codes of Conduct. The Codes of Conduct is intended to guide all visitors to make ethical decisions and ensure the protection/safeguarding of children. CNCF's ability to ensure the protection of children that it works with depends on the commitment and ability of all CNCF members and visitors to uphold and promote the highest standards of care, best practice, ethical and professional conduct.

I (print your full name) _____

Passport Country of Issue and /ID No_____

Country of Residence_____

Email/Tele_____

Job description_____

Company_____

I have read all the Christina Noble Children's Foundation Codes of Conduct relating to my visit. I understand fully the responsibilities when engaged in doing anything in relation to CNCF and whilst in the company of children and young people under the care of CNCF or otherwise, and I will abide by CNCF's Policies, Procedures and Safeguarding Code of Conduct at all times.

Signed_____



CONSENT FORM - ADULT

Name: _____

Date: _____

Location: _____

I give my consent for the images/footage and interviews collected to be used by CNCF. I understand the following:

1. The material will be stored by CNCF and could be used on printed materials (including fundraising appeals, publications and adverts) and online including social media.
2. The material could be used by CNCF offices around the world in perpetuity.
3. The material could be used by CNCF's partners in advocacy, fundraising, campaigning and programme work.
4. The material could be used in the press, such as in newspapers and on television.

CNCF 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 CNCF and supporting its aims.

Signed: _____



CONSENT FORM - COMMUNITY

Name: _____

Date: _____

Community or Institution _____

Location: _____

I confirm that I have discussed the collection of stories and images with the residents/attendees of _____ and explained that all photos, film footage and interviews from this visit will be used by CNCF for fundraising and publicity.

1. The material will be stored by CNCF and could be used on printed materials (including fundraising appeals, publications and adverts) and online including social media.
2. The material could be used by CNCF offices around the world in perpetuity.
3. The material could be used by CNCF's partners in advocacy, fundraising, campaigning and programme work.
4. The material could be used in the press, such as in newspapers and on television.

CNCF 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 CNCF and supporting its aims.

Signed: _____



CONSENT FORM – SCHOOL CHILDREN

Name: _____

Job title: _____

Date: _____

School: _____

Please list the names (and ages) of the students whose parents have given permission for them to be filmed and photographed by CNCF:

By signing this form I confirm that I have given all parents of children present notice of the photography/filming by CNCF and have given them the chance to opt out. The name(s) of children who do not wish to be filmed are:

I give consent for the images and interviews collected to be used by CNCF. I understand the following:

1. The material will be stored by CNCF and could be used on printed materials (including fundraising appeals, publications and adverts) and online including social media.
2. The material could be used by CNCF offices around the world in perpetuity.
3. The material could be used by CNCF's partners in advocacy, fundraising, campaigning and programme work.
4. The material could be used in the press, such as in newspapers and on television.

CNCF 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 CNCF and supporting its aims.

I hereby warrant that I am of full age and have every right to contract for the minor in the above regard. I state further that I have read the above authorisation, release and agreement prior to its execution, and that I am fully familiar with the contents thereof. This release shall be binding upon the minor and me, and our respective heirs, legal representatives, and assigns.

Signed: _____



Every child has a right to sleep on their pillow with peace in their hearts, love, security and protection. Children need to be listened to. They need to be understood and given a voice. Every child regardless of background is our responsibility as human beings."

– Christina Noble-

Facebook: www.facebook.com/ChristinaNobleChildrensFoundationInt/

LinkedIn: www.linkedin.com/company/christina-noble-children's-foundation-international/

Website: www.cncf.org