



# SAFE USE OF IMAGES

# Purpose of Webinar

- To consider the safeguarding aspect when using images and stories, specially in a mission context
- To ensure safe and ethical use of images and stories of children and vulnerable persons

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## SAFEGUARDING

The responsibility that organizations have, to make sure their staff, operations, and programmes do no harm to children and vulnerable adults, and that they do not expose them to the risk of harm and abuse.

Inter-agency, CHS Alliance - <https://www.bond.org.uk/resources-support/safeguarding/safeguarding-definitions-and-reporting-mechanisms-for-uk-ngos/#33.%C2%A0safeguarding%C2%A0>

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## VULNERABLE/VULNERABILITY

A certain status or a position created due to an imbalance of power or lack of privileges or access to basic rights.

A person may be in a vulnerable status due to his/her illness, physical or mental health, or disability, is unable to care for self, and hence needs care and support. Due to this condition, he/she is unable to protect him/herself, and is at risk of either abuse or exploitation, neglect, bullying, or discrimination

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## POVERTY PORN

Poverty porn is a tactic used by nonprofits and charity organizations to gain empathy and contributions from donors by showing exploitative imagery of people living in destitute conditions.

<https://edition.cnn.com/2016/12/08/health/poverty-porn-danger-feat/index.html>



# Risks of unethical use of images and stories

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- Misuse of images for false funding purposes
- Misuse of images for personal gain/pornographic sites
- Access of information for potential perpetrators
- Risk of further abuse and exploitation
- Child/person being stigmatized

Each mission context, culture, organizational context is different. This session will provide some basic guideline for you to make the right decision according to your context.

# SAFE USE OF IMAGES



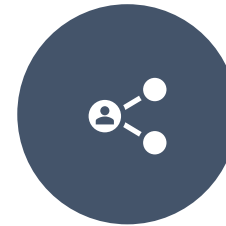
CONSENT



CAPTURE



STORAGE



SHARING



SENSITIVITY



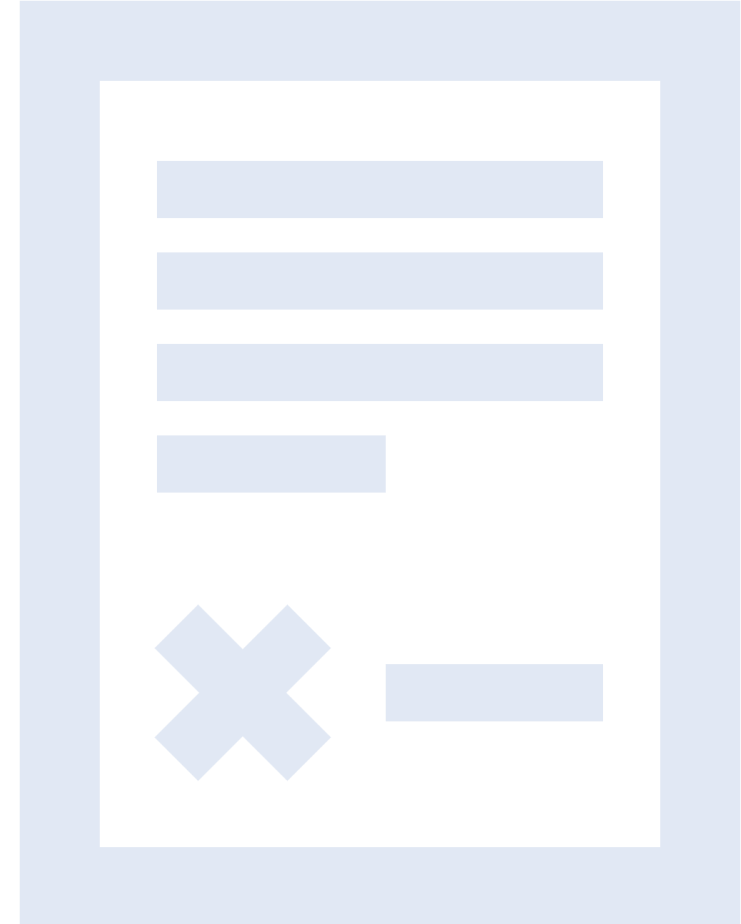


# Consent

## **INFORMED CONSENT:**

- If it is a child or vulnerable person who is unable to give consent, obtain consent Parent/Guardian
- Explain the purpose of capturing the image
- Mention that they can say 'NO'

- **Written consent** - All recognizable images
- **Blanket consent** - Images of large groups
- **Verbal consent**- Where appropriate and when other options are not possible

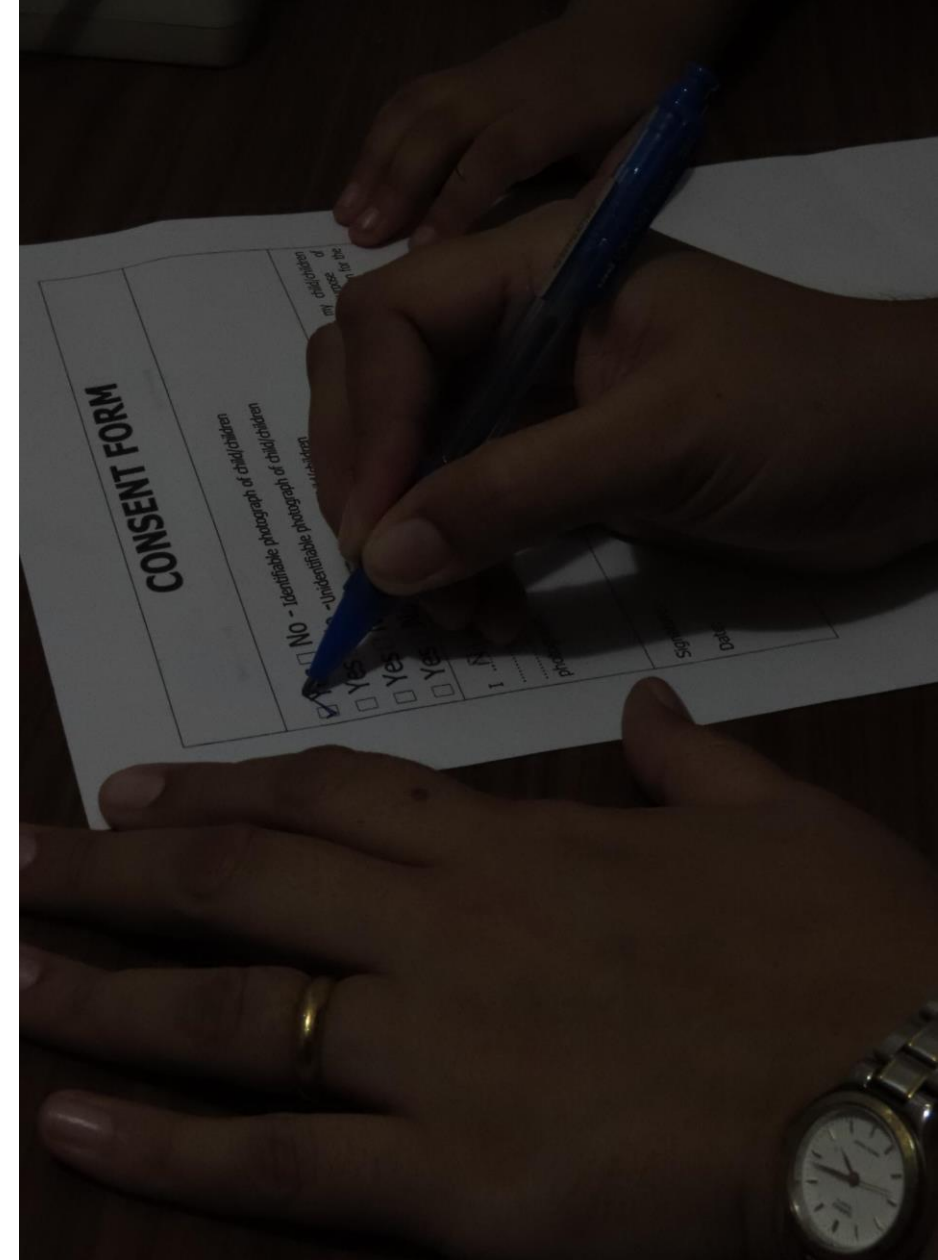


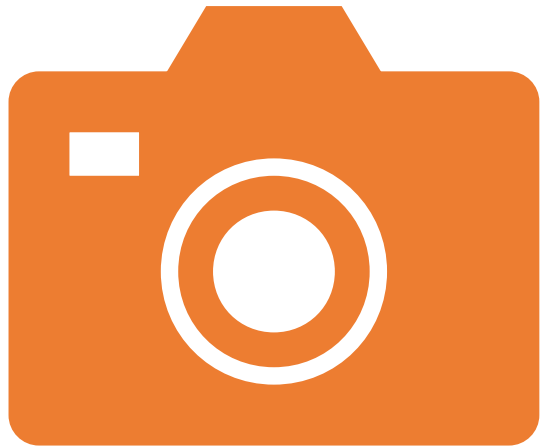
## Consent Form

I .....hereby give consent to photograph/video myself/..... (Name of person if guardian is providing consent) for the purpose of..... I am aware that the visuals will be used for official purposes of.....(Organization's name)

**Signature:**

**Date:**





## Capture

- Cultural context
- Dignity
- True representation of the situation
- Non identifiable information/tags

Do not use  
identifiable images  
for sensitive visuals

- A survivor of sexual abuse or exploitation.
- A perpetrator of physical or sexual abuse.
- HIV positive, or living with AIDS, unless the child, a parent or a guardian gives fully informed consent
- Charged or convicted of a crime.
- A child combatant, or former child combatant who is holding a weapon or weapons.
- An asylum seeker, a refugee, or an internal displaced person.

<https://www.unicef.org/media/reporting-guidelines#:~:text=Obtain%20permission%20from%20the%20child,permission%20should%20be%20in%20writing.>

# Examples for safe use of images



\*Images extracted from the web



\*Images used with consent



\*Images used with consent



# Checklist

- ✓ **Consent**
- ✓ **Culture**
- ✓ **Dignity**
- ✓ **Truth**
- ✓ **Identity**





# Storage

- Appointed photographer
- Specific device
- Limit access to others




# Sharing

- Consent for sharing on social media
- Do not use personal social media accounts to share official photographs
- Should be managed by an assigned and trained person
- Be cautious when sharing images of other vulnerable persons on your social media account
- Use pseudo names
- Remove geo tags/identifiable information



# Sensitivity

- Ethnic and religious sensitivity
- Mission sensitive images

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- Ask consent from those around before taking photographs
  - Consider people may be in the background of the capture
  - Avoid identifiable locations

# Additional resource shared by participants:

[https://www.youtube.com/watch?v=F4WZ\\_k0vUDM](https://www.youtube.com/watch?v=F4WZ_k0vUDM) -

⚠ Warning ! Some of the scenes maybe disturbing, Viewer discretion advised.WATCH!  
#ShareWithCare This is an extremely hard-hitting campaign by Deutsche Telekom (agency: adam&eveBERLIN) that would force every single parent to reconsider sharing photos of their children on social media! #protectourchildren #

Thank you!  
For further information log onto:  
[asiacms.net](http://asiacms.net)