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	Photo, Images and Video		
	<b>Department</b>	<b>Sections</b> (inc. All sections where this document is located)	
	Marketing	Marketing	
	<b>Modified By</b>	<b>Document Version</b>	<b>Effective Date</b>
ADRA Staff	2019/1	10 September 2019	
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*This policy applies to both ADRA Australia and Open Heart International. Unless specifically mentioned in the policy, references to ADRA Australia extend to, and include, Open Heart International.*

## MK 800 110 Photo, Images and Video

ADRA Australia and its personnel is committed to respecting the dignity and culture of the people with whom it works. Our Photo, Images and Video Policy abides by the standards of the Australian Council for International Development (ACFID).

Regardless of whether the photos and images are to be used in official marketing and promotion activities, or for a personal keepsake, personnel have an obligation to follow this policy.


### DEFINITIONS

- A 'child' or 'minor' is any person who is less than 18 years old.
- 'ADRA Australia Personnel' includes all ADRA Australia employees (including Conference ADRA Directors), volunteers, contractors and Company Directors engaged by or representing ADRA Australia in a short or long term capacity.

### CONSENT

- Where necessary, consult with local ADRA Australia staff or local partners regarding the culture of the local people and their sentiments towards being photographed/videoed.
- For photos, images and/or videos taken outside of Australia ensure local partners have attained appropriate permission/authorisation from the local communities to be visited for photography/videography, if necessary.
- Inform subjects before they're photographed/videoed of where and how their photo, image and/or video may be used and share examples e.g. newsletters, website, fundraising campaigns, presentations etc.
- When photos or videos are taken of an individual or a small group of up to three people with the intention of being published or broadcast by ADRA Australia, it is necessary to:
  - Obtain the subject's expressed permission (signature, thumbprint, audio approval) before photography, videography and/or recording begin. Use one of the following forms where written permission is possible:
    - Photo/Video Consent and Release Form
    - Parent/Guardian Photo/Video Consent and Release Form

Where written permission is not possible, a statutory declaration must be completed by the person taking the photo and/or video.
- When taking photos or videos of a bigger group (more than three people), obtain verbal permission and explain to the group how the media may be used.
- Do not publish images in scientific journals, the internet, newspapers or other sources that identify an individual or place them in a potentially compromising situation without the permission of that individual.
- Be confident that, to the best of your knowledge, the subject would regard the image and its use as truthful if s/he saw it.

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## PHOTO COMPOSITION

- Photos, images and videos should present all subjects in a dignified manner. (i.e. no “fly in the eye” shots)
- Photos, images and videos should be respectful and not present people as victims or in a vulnerable or submissive manner.
- People (including children) should be adequately clothed in photographs and not in poses that could be interpreted as sexually suggestive.
- The photos, images and videos should not in any way endanger or stigmatise the people they feature.
- In Open Heart International’s (OHI) context, photos, images and videos depicting partially clothed bodies may sometimes present in a surgical context.
- Safeguarding of children is paramount especially when the photos, images and videos depict children in a surgical context where child patients may appear partially clothed. Photos, images and videos should be respectful and not present children as helpless or in a vulnerable or submissive manner.
- When publishing photos, images and videos of children in a surgical context, protect the child’s identity (i.e. change the child’s name).

## USE OF PHOTOS, IMAGES AND VIDEOS, INCLUDING CAPTIONS

- ADRA Australia personnel photographing or videoing a child for marketing or organisational purposes, must always also abide by Policy CR 000 710 – Child Protection Policy.
- Photos, images and videos should be used in context and should be representative of the project or country referenced.
- Photo captions should be fair and accurate.
- The identity of children should not be disclosed.

## COPYRIGHT

- All photos, images, and videos of ADRA Australia projects and beneficiaries with the intention of being published or broadcast by ADRA Australia are the sole property of ADRA Australia. ADRA Australia shall have all copyrights of same. Under special circumstances licensing of the photo, image or video is possible in consultation with ADRA Australia.
- Photos, images and videos shall not be used by any third party without the written consent of ADRA Australia.
- No compensation will be payable to any party by ADRA Australia for the use of any photos, images, video or information captured by the party.

## FILING

All photos taken by ADRA Australia personnel for marketing or organisational purposes will be tagged and categorised in the agency’s secured photo library.

## SUPPORTING DOCUMENTS

- Photo/Video Consent and Release Form
- Photo/Video Consent and Release Form for Parents and Guardians