

IMAGE POLICY

Introduction

Throughout the policy the word ‘**images**’ refers to both **Photography, Film footages and video recordings**.

Images play a crucial role in our intervention. The images that we use to symbolize our work must show a proper and truthful explanation of the ways in which people live. Genuineness is key to upholding our reputation. As a Non-Governmental Organisation we must ensure dignity and respect towards people we work with. This extends to all aspects of image gathering and reproduction. It is very important that we accurately reinforce the organisation's brand and ethos.

Collecting of images can cause harm if it is not carried out to a high ethical standard and it can cause offence if they are interfering or improper. The use of images can also be counter-productive if they are reproduced erroneously or with manipulation. 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.

The policy has been developed through research, discussion, literature review, best practices produced by a variety of organisations, INGOs and our field level experiences. It will be reviewed every **two years**. Anyone who is collecting images or using images on behalf of MANT or assigning other to do so or donors, visitors, interns, vendors and the like must read the following guidelines prior carrying out the work.

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Image Accurateness

- Wrongful attributions, false information about places and people, and inaccuracy in depicting the way organisation works should be avoided.
- Conditions that we see has to be gathered/captured. We will not include the facts we do not know and will not assume information.
- Images should only be taken of people's typical activities and the story that they relate in their interviews. We must never imply that people are suffering from things they are not.
- Use the correct names and details of people and places. If people are happy to have their image taken but do not want to be named we should respect this. Quotes has to be correctly attributed.
- If we are using stock images, we only include information we know is accurate.
- Basic information should always be gathered with images where relevant. This includes the date, place, name of person, age (if known), family status, any restrictions on use etc.
- We will not share images and image information to anybody other than necessary.
- Captions and case study information about children and their parents will be kept limited.
- It is vital that all translations are accurate and honest. Where possible we will use professional translators. It will be explained to community members that they should be open and honest, and to partner staff and translators why it is important that we hear a full, truthful account.

Consent for image

- Simply asking 'Can I take your photo?' is not enough. 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.
- 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.

- Whenever possible programme staff should visit a community in advance and explain about the forthcoming trip by the filmmaker and photographer before it takes place and explaining the community on how the images will be used (across print, online, TV etc.) and what will be the point of discussion. 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.
- For anyone under 18 years of age, consent should be taken from Parent/guardian/person carrying parental responsibility.
- If consent is discussed at a community meeting, then agreement will be documented and the community leader will be asked to sign a written consent form/or else video recording.
- Individual consent will be gathered for anyone interviewed or featured prominently in a film or photograph. We must respect local hierarchal structures to ensure that we ask consent from the correct people.
- We must pay particular attention to explaining and obtaining consent if collecting sensitive information, including data revealing racial or ethnic origin, religions of philosophical beliefs, data concerning health or a person's sex life or sexual orientation.
- There are 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.
- Someone being photographed or filmed may change their mind either during a shoot or afterwards. Such a decision must be respected.

Our pledge to communities when gaining consent

- ✓ 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 will not identify people who wish to remain anonymous.
- ✓ If a person initially agrees to have the image taken and subsequently withdraws their consent, this decision will be respected.

Consent Form has been enclosed with the policy as an annexure.

Image Ethics

- We will never use images that make people look more vulnerable or powerless than they are.
- Images can easily re-inforce public perceptions and this should be considered in the way we take and use images.
- We will ensure that we respect people's privacy. We will not reproduce images that show nudity. We will never photograph genitals and no photographs should be taken of an adult or child defecating.
- We will not take or use images that show any child naked from the waist down and we will not take or use images that show older female children naked from the waist up.
- We must be mindful that there are certain practices, cultural beliefs, norms that will be sensitively handled when taking or using photographs.
- The use of GPS coordinates needs to be carefully considered. We will not identify the location of any individuals by publishing the GPS locations of their homes.

Image Manipulation

- No changes will be made that alter the reality of the image. Colour correction can be done.
- Many images are cropped before publication online or in print; however, cropping an image should always be done with care as it can greatly affect the meaning of an image and you can easily lose important context.
- 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.
- We will not edit film footage in a way that changes what was filmed, Edited pieces should always accurately represent a person's story.
- Images should not be reversed/flipped as this does not represent the picture that was taken.

Equality

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.

Remuneration

It is not normally part of our policy to pay communities to take their images, particularly during visits and where the time commitment of people is not more than a few hours. However, in exceptional circumstances where we require a longer commitment, it may be appropriate to compensate the people on a loss-of-income basis. May be in kinds. It will depend on the situation and suggestions from local field staff.

Credit

We will credit all photographs taken by freelance photographers in a manner i.e. MANT Photographer's name Year, unless otherwise stated on the image gallery.

Key Considerations when...

...choosing an image to reproduce

- 1 Does it accurately reflect what you want to portray?
- 2 Does it truthfully represent the situation – both the immediate and wider context and will it improve understanding of the realities of our work?
- 3 Does it reinforce any negative stereotypes?
- 4 Will reproduction affect the rights of anyone in the image?

...taking images for MANT

- 1 Does your image show a true and accurate account of the ways in which people live?
- 2 Has the subject given their informed consent?
- 3 Does the image reinforce any negative stereotypes?
- 4 Will reproduction impinge on the rights of anyone in the image (e.g. to privacy)?

Annexure-01

INFORMED CONSENT FORM

By signing this form, I hereby grant to Manbhumi Ananda Ashram Nityananda Trust (MANT) the right to print, display, post, broadcast/screen, air on television, reproduce, and disseminate worldwide and in perpetuity, in any traditional or electronic media format, my likeness/form and conversation as shown in the Audio Visual (AV). This AV is owned by MANT, for the purpose of promoting development; Promotion of health literacy & rights.

The AV contains my likeness/form and conversation that were taken on _____ by MANT. I further confirm that these images are of me and were taken with my consent and full knowledge.

.....
Name Age (if under 18 years) Date Signature

.....
Address and other contact information

IF SUBJECT IS A CHILD UNDER 18 YEARS OF AGE

I confirm that I am the legal guardian of the child named above and therefore may grant permission for this subject release on behalf of the child:

.....
Name of the Legal Guardian/ Relationship to Child/ Date/ Signature of the Guardian

.....
Name of Witness/ Organization Affiliation/ Date/ Witness
Signature

