

**ETHICAL IMAGERY POLICY**

This Policy sets out Just a Drop’s principles regarding the use of imagery, specifically the portrayal of children which are in line with our organisation’s mission, values and ambition and forms part of our wider Safeguarding Policy. In order to adhere to best practice we have reviewed other organisations’ similar Policies.

The use of imagery across our communications is key to our engagement of supporters and audiences. Images bring the stories of those with whom we work to life allowing us to share the need for our life-saving work and the positive impact that we have.

We are aware of our responsibilities, as image producers, to both those that we portray and our audiences. Our primary duty of care is to those that we depict and we take this responsibility very seriously.

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 Just a Drop, or commissioning someone else to do so, must abide by these guidelines. Anyone commissioning a photographer or filmmaker or travelling with supporters taking images is responsible for ensuring that our ethical standard is adhered to at all times.

**Balance**

Across our communications, we aim to achieve a balance between portraying need and highlighting the dramatic progress that can and has been made, particularly when we work in partnership with the people we help.

**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. It is worthwhile to apply your own moral code – ask yourself how you would feel if the child was your own.

**Guidelines for imagery**

* **Informed consent:** This must be obtained from all individuals and in the case of children aged under 18 must be obtained from a parent, teacher or guardian.
* **Triangulation:** No information should be given out that will allow an external person to contact a child. This means we should not publish a child’s name and their exact location alongside an image of them. Instead, we should use only a child’s first name along with as broad a location as is appropriate, for example give the name of the district or region rather than the village or school name. In the instance that a child could be identified by the image they are in, then no name should be used. Care must also be taken to ensure this information is not printed about their family members.

**For example, in films or photographs the following are acceptable:**

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| **This is Mary Mwendwa in Kenya, (individual image, not identifying exact location)** | **A group of people posing for the camera  Description automatically generatedThis is Mary from Serena School (group image but no individual image)** |
| **This is Mulooni School in Kyangundi Village, Kenya.**  **(showing individual image but no name of child)** | ***“My life is so much better now that I have access to safe water in my school…”***  **Mary Smith goes to Rainbow School in England (a quote from Mary but no image)** |

* **On a shoot:** No-one should be left alone with a child for any reason. Children should be accompanied by their guardian, parent or teacher.
* **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. GPS coordinates should never be linked to a child’s name.
* **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.
* **Nudity**: 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.
* **Vetting**: ensure external photographers/journalists/translators we have employed have been properly vetted and reference checked and they have signed our relevant Code of Conduct.
* **Code of Conduct**: All team will sign our Code of Conduct.
* **Local Partners**: to have robust safeguarding policies and practices in place and Projects Team to work with them on this on an ongoing basis.