



ADRA Indonesia Policies and Procedures	
Document name	Document Number
Visual Images policy	PS 800 100
Sections (All sections the document is included)	Effective Date
Marketing and Fundraising	02 Dec 2019
Approving Committee	Revision Date
ADRA ADCOM	02 Dec 2019

## Visual Images policy

### Purpose

The purpose of this policy is to set minimum standards for the agency to follow to ensure respect for the dignity and culture of the people with whom ADRA works.

### Introduction

The taking of photos and video footage by ADRA staff, interns, volunteers and contractors for use by ADRA is not unusual. These photos and video footage may be used by ADRA for a variety of purposes; marketing, promotion, information, presentations, displays and illustrations, to name a few. The majority of these photos will capture individuals, or families or groups of people, as ADRA's work is people-centered. These people may range in age from babies to older persons. The location where these photos are taken could literally be anywhere in the world. Given this context, it is extremely important that ADRA, first and foremost, protects the interests and privacy of those who appear in the photos and video footage; their rights are paramount. ADRA is committed to respect and empower individuals, and recognize they each have their own values, beliefs and customs that must be respected and represented appropriately. For these reasons clear guidelines must be provided to anyone who takes photos and video footage for and on behalf of ADRA.

### Scope

This policy applies to all ADRA staff, interns, volunteers and contractors, and in general to anybody taking photos and video footage on behalf of ADRA. In addition, all ADRA partner offices are expected to apply this policy when taking photos and video footage for ADRA.

### Policy

#### Consent

- Consult with local field staff regarding the culture of the local people and their sentiments regarding being photographed/videographed.
- Work with local field staff to attain appropriate permission/authorization from the local government as well as the communities to be visited for photography/videography, if necessary.
- Inform subjects before they're photographed/videographed of where/how their image *may* be used and share examples e.g. Newsletter, Website, Direct Mail campaigns, presentations etc.
- For photos taken with the primary subject being three or less persons obtain the subjects signed approval before photography/videography begins using the Photo/Video/Recording Permission and Release Form (see Appendix 1)



- When taking pictures of a group (more than three people), obtain verbal permission and explain to the group how the pictures may be used.

- When images are obtained via secondary sources independent of ADRA (e.g. ADRA Connection groups, volunteers) written consent from the secondary source, confirming consent of the key person(s) in the image(s) should be obtained (see Appendix 2).
- Images taken of an ADRA project by a secondary source independent of ADRA will need to seek consent before releasing images for mass communication (television, newspaper, etc) or commercial use.

### **Photo Composition**

Images of subjects should present them in a dignified manner. (i.e. no “fly in the eye” shots)

- Images should be decent and 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 use of images should not in any way endanger or stigmatize the people they, include.

### **Storage**

All photos taken by staff should be tagged, categorized and stored in the agency’s photo library.

### **Captions / Use of Photos**

- Photographs/footage should be used in context and should be representative of the project or country referenced.
- Photo captions should be fair and accurate

### **COPYRIGHT**

All photos of ADRA subjects/projects taken by an ADRA employee or contractor (unless otherwise specified in their contract) are the sole property of ADRA. Photos shall not be submitted for contests or used by any other person/entity without the written consent of ADRA.



**APPENDIX 1: Photo/Video/Recording Permission Release Form**

**Photography, Videography and/or Recording Release Form**

I understand and hereby grant permission for Adventist Development and Relief Agency (ADRA) to use my photograph, video and/or recording in its communication, marketing and fundraising material. All permissions and releases granted by me herein shall be effective in perpetuity.

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_ 20\_\_\_\_ COUNTRY: \_\_\_\_\_

*If applicable*

ADRA CONNECTION GROUP: \_\_\_\_\_



**APPENDIX 2: Secondary Source Permission and Release Form**

**Photography, Videography and/or Recording Secondary Release Form**

I understand and hereby grant permission for Adventist Development and Relief Agency (ADRA) to use my photography, videography and/or recording. All permissions and releases granted by me herein shall be effective in perpetuity.

In granting ADRA permission I hereby release and discharge ADRA from any and all liability arising from the use of these images and recordings and my participation in attaining them.

I hereby agree that:

- YES, consent was given by subject(s) in the image(s)/recording(s)
- YES, I explained the image(s)/recording(s) could be used by ADRA
- YES, the image(s)/recording(s) are my sole property

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_ 20\_\_\_\_ COUNTRY: \_\_\_\_\_

*If applicable*

ADRA CONNECTION GROUP: \_\_\_\_\_



**LAMPIRAN 1: Formulir izin penggunaan foto/video/rekaman**

**Formulir fotografi, videografi dan/atau rekaman**

Saya mengerti dan dengan ini memberikan izin kepada Adventist Development and Relief Agency (ADRA) untuk menggunakan foto, video, dan / atau rekaman saya dalam komunikasi, pemasaran, dan materi penggalangan dana. Semua izin dan rilis yang diberikan oleh saya di sini akan berlaku selamanya.

NAMA LENGKAP: \_\_\_\_\_

TANDA TANGAN: \_\_\_\_\_

TANGGAL: \_\_\_\_\_ 20\_\_\_\_ NEGARA: \_\_\_\_\_

*If applicable*

ADRA CONNECTION GROUP: \_\_\_\_\_