



## **93. Use of Images and Promotional Material Policy**

**POLICY OWNER:** Directors of Cufa

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**LAST UPDATED:** March 2020

**VERSION NO:** 4.0

### 93.1. Overview

It is important for all Cufa representatives to follow established standards when capturing and publishing any promotional materials or using images.

### 93.2. Scope

This policy applies to:

- Directors, employees, volunteers and interns of Cufa
- Contractors to Cufa
- Employees of contractors to Cufa
- Cufa's partners,
- Employees of Cufa's partners, and
- Visitors to project sites.

In this policy, each person in the categories listed above is referred to as a 'Cufa representative'.

### 93.3. Underlying principles

- Consent must be given before any material is recorded by Cufa
- Cufa will only publish interviews, photographs and audio-visual material that is respectful and shows the individuals/s with dignity, and
- Under no circumstances will material be misrepresented.
- Interviews, photographs and audio-visual material will be current and accurate information will be provided.

### 93.4. Capturing promotional material

- When capturing promotional material, a high degree of discretion must be used by all Cufa representatives and the rights of the individual/s must always come first.
- When capturing communities in public places, Cufa representatives should consult with a senior representative such as a village elder, doctor or priest to discuss any reservations or cultural sensitivities that may arise.
- When capturing promotional material featuring individual people, informed consent<sup>9</sup> must be obtained from the key individuals before recording any interviews, photographs or audio-visual material.

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<sup>9</sup> Informed consent involves explaining to the individual the intended purpose of the recorded material. The explanation must be clear and honest and the individual must voluntarily agree to the interview, photograph or video being recorded. Informed consent does not require a signature.



## 93.5. Distributing promotional material

- When distributing promotional material, a high degree of discretion must be used by all Cufa representatives and the rights of the individual/s must always come first.
- If any captured content places the individual/s (over the age of 18) in a situation that could be detrimental to their safety or reputation, informed and written consent must be obtained, however, it is highly recommended that the content is not distributed or published.

## 93.6. Capturing and distributing promotional material depicting children

A higher level of care must be applied and the Cufa representative must ensure that no footage is captured or distributed that can place a child at risk of mental or physical harm.

When capturing content depicting children:

- Obtain informed consent<sup>10</sup> from the child and parent or guardian of the child before photographing or filming a child.
- Ensure local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child.

When distributing content depicting children:

- Ensure children are presented in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive.
- Ensure all electronic file labels, meta data or text descriptions do not reveal identifying information about a child when sending images electronically or publishing images in any form.

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<sup>10</sup> Informed consent involves explaining to the individual the intended purpose of the recorded material. The explanation must be clear and honest and the individual must voluntarily agree to the interview, photograph or video being recorded. Informed consent does not require a signature.