

Rose Charities Canada – requirements for the use of

Photographic and video Images of Children and Adults *(e.g. for Sponsorships)*

The aim of these guidelines is to protect children and adults from abuse and exploitation, as well as to ensure confidentiality *and accountability*.

Some of the points below are geared towards children but many of the principles are also applicable to adults.

Practices/procedures to be followed whenever taking or using video or photographic images.

- Assess and endeavor to comply with local traditions or restrictions for reproducing personal images.
- Ask local contacts in authority e.g. parents, school teachers or local Rose Charities staff if photography is acceptable
- Ensure photographs, films, videos and DVD's present children 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.
- Consider the risks and benefits of focusing on any specific child when photographing and where possible restrict photography to group shots of the children.
- Ensure images are honest representations of the context and the facts.
- If a name is needed for the image consider the identification risks and decide whether to use a first name only or a false name.
- Ensure file labels do not reveal identifying and/or personal information about a child when sending images electronically
- Ensure that images do not portray children and families in a demeaning manner
- Consider carefully the use of photographic images outside your individual website. Any control over these images is lost when taken up on social media.

Develop a consent form to be signed by the parent or guardian if the child is under 18 years or from the child if he/she is over 18 years old. The Photographic Consent form may be a template for use with individuals or for schools. The form should include a statement on the intended use of the images. It should also be noted on the form that 'consent may be withdrawn at any time.'

Process required whenever photographs or videos of children are to be used for sponsorship purposes, to be published or to be posted on the web

- ***ALL*** of the above
- Obtain written consent from the parent if the child is under 18 years, or from the child if he/she is over 18 years
- Ensure that any images published to a website are done within these guidelines of Rose Charities Canada
- Include the photographer's name beside the photograph/copyright symbol/year