



## Development Together Pty. Ltd.

### **PHOTOGRAPHIC AND VIDEO IMAGES POLICY**

Development Together recognises the importance of visual images in engaging with the community and for corporate promotion. The purpose of this policy is to provide practical guidelines to all Development Together Staff and Participants (volunteers/interns). Regardless of whether the images are to be used in official Development Together marketing and promotion activities, or for a personal keepsake, Development Together Staff and Participants (volunteers/interns) have an obligation to follow this policy. An additional policy called Social Media Policy is also relevant in the way images are used in social media.

1. Scope - This policy applies to all Development Together Staff, contractors, sub-contractors (paid and unpaid) and consultants and all Volunteers/Interns.
2. Responsibilities - All Development Together Staff and Participants (volunteers/interns) have a responsibility to comply with this policy.

#### 3. Use of Images by Development Together

Development Together collects photographic and video images along with stories from Our Staff, Volunteer and Intern placements, regular monitoring visits, and in relation to promotional activities in Australia. These photographic and video images are used for promotional, marketing, media and fundraising purposes. The images are used in print work such as annual reports, brochures, documents we produce, and on social media platforms. They are also reproduced by third parties such as media outlets when they produce stories about Development Together.

It is likely that as Staff/Volunteer/Intern with Development Together your image will be taken, and potentially used by Development Together for one of these purposes. Development Together reserves the right to use images of its Staff/Volunteers/Interns for promotional, marketing, media, and fundraising purposes, without compensation to any individual.

#### 4. Capture of Images

Development Together takes client confidentiality and child protection seriously, and requires all Staff/Volunteers/Interns to do the same. Please follow these guidelines for taking visual images on Development Together placements:

- Respect the dignity of the subject,
- Always seek to ask permission when taking photographs or video footage of individuals. Consent for taking and using photographs of children must be sought from parents/caregivers or from children directly when they are of sufficient age and understanding and never take pictures of people who say they don't want to be photographed,
- Wherever appropriate, explain to the subject the likely use of the images,



- Do not publish images in scientific journals, the internet, newspapers or other sources that identify an individual or place them in a potentially compromising situation without the permission of that individual,
- Do not exploit the subject and always use images truthfully,
- Be confident that, to the best of your knowledge, the subject would regard the image and its use as truthful if s/he saw it,
- Maintain standards of taste and decency and do not use images which are erotic, pornographic or obscene,
- Where possible, avoid distributing (i.e. via email) visual images of children that might identify them, or expose them,
- Images depicting naked or partially naked bodies may sometimes present in a health care context, however, avoid portraying children in this manner unless it is necessary for reporting or documentation purposes. Identifying features, such as facial features, and/or eyes must be blacked out prior to publishing such images to protect the client's identity,
- Maintain high technical standards and do not crop or digitally enhance an image in a way which misleadingly distorts the reality of the situation,
- In video editing, do not misleadingly distort the reality of the situation,
- Store your images in a secure file with restricted access.

#### **4. APPROVAL & REVIEW**

Development Together is responsible for the approval of this policy, and any amendments. If any compliance issues are identified, they should be reported to the Managing Director in the first instance who will work with staff and other stakeholders to address the issues.

By signing this policy, you agree to adhere to the guidelines within. Please complete the details below and return\* this completed form to [k.goodchild@developmenttogether.com](mailto:k.goodchild@developmenttogether.com)

Your name: \_\_\_\_\_

Date: \_\_\_\_\_

*This policy is to be signed and returned prior to commencement of placement/employment with Development Together. Failure to do so within the designated time frame may result in placement/employment being terminated.*

*\*Disclaimer: Reasonable precautions have been taken to ensure information in this publication is accurate. However, it is not intended to be legally comprehensive; it is designed to provide guidance in good faith, without accepting liability. If relevant, we therefore recommend you take appropriate professional advice before taking any action on the matters covered herein.*