

Introduction

WaterAid's mission is to reach everyone, everywhere with clean water, decent toilets and good hygiene by 2030.

To achieve such an ambitious goal, we need to inspire and motivate a huge number of people. Images play a vital role in helping us to do this. Through images and case studies, we can raise awareness of the water and sanitation crisis and bring our work to life. The images we choose to represent our work must show a true and accurate account of the ways in which people live. Authenticity is key to upholding our reputation.

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. As an International Non-Governmental Organisation, we have a part to play in shaping perceptions of the countries in which we work. It is vital that we accurately reinforce the WaterAid brand and ethos.

Throughout the policy the word 'images' refers to both photography and film footage. The policy has been written following research and discussion around best practice produced by a variety of organisations including media organisations and other international NGOs, it is reviewed every two years.¹

Anybody gathering or using images for or on behalf of WaterAid, or commissioning someone else to do so, must read the following guidelines before carrying out their work. 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. If you are in this position and you would like support or guidance please contact the WaterAid photo team, photos@wateraid.org

¹ Last updated January 2021

This *Ethical image policy* considers our organisational values of being respectful, accountable and acting with integrity.

<p>Respect We treat everyone with dignity and respect and champion the rights and contribution of all to achieve a fairer world.</p>	<p>Accountability We are accountable to those whose lives we hope to see transformed, to those we work with and to those who support us.</p>	<p>Integrity We act with honesty and conviction and our actions are consistent with openness, equality and human rights.</p>
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‘Our working practices will clearly reflect our culture, values and mission. They will be people-centred and dynamic, drawing strength from our diversity and recognising the complexity of the contexts in which we work... We will challenge ourselves to think creatively, innovate and take managed risks in order to further improve our effectiveness.’ [Global Strategy 2015-2020]

In all of our content gathering and communications work, we will strive to adhere to the following conventions:

- [The Universal Declaration of Human Rights \(UDHR\)](#)
- [The Convention on the Elimination of All Forms of Discrimination against Women \(CEDAW\)](#)
- [The UN Convention on the Rights of the Child \(UNCRC\)](#)
- [The UN Convention on the Rights of People with Disabilities \(CRPD\)](#)

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1. Accuracy

Images and the contexts in which they are used should avoid wrongful attributions, false information about places and people, misleading juxtapositions and inaccuracy in depicting the way we work. It is of the utmost importance that we only report on things we know are true. If we say a project is taking place in a community, we must be sure it is happening.

All those involved in gathering images and related case studies must accurately document the conditions that they see. We must not continue to say a community has dirty water or no toilets if the situation has changed. Images should only be taken of people's typical activities and the story that they relate in their interview. We must never imply that people are suffering from things they are not.

We will be accurate in the use of our images and ensure that:

- We use the correct names and details of people and places. If people are happy to have their image taken but do not want to be named we will respect this. Please see guidance on child protection and data protection compliance for instances where we should not use full names and places.
- Quotes are correctly attributed.
- We only include the facts we know and do not assume information. We do not imply that we will help someone if we know that this is not true. For example, an image showing someone at a dirty water source taken in an area where we will not be working can be used to highlight the lack of access to water, but we must not say that we will directly help the person photographed gain access to water.
- For any communities featured in an appeal where we state that we will be working, we must confirm that work will take place there before using the images. The appeal manager is responsible for checking this information.
- If we are using stock images, we only include information we know is accurate.

Information

A range of basic information should always be gathered with images where relevant. This includes the date, place, name of person, age (if known), family status (e.g. mother of four), water and sanitation situation, any restrictions on use.

Whilst it is important that we gather the correct data, we need to ensure that how we publish this data is in line with both our child protection policy and data protection legislation. The WaterAid child protection policy aims to stop children being identifiable and the new General Data Protection Regulations state that we should not store or share more information than necessary. Captions and case study information about children and their parents should be limited to just a first name rather than a full name where possible and as broad a geographical location as is reasonable. More information about this can be found in the child protection and legal issues chapters below.

Translations

It is crucial that all translations are accurate and honest. Where possible we will use professional translators. This will ensure we get the full, detailed story and limit the potential for bias or misunderstanding. When gathering content there is no 'right' answer that we want to hear from community members, we simply want to document and record their stories. It should be explained to community members that they should be open and honest, and to partner staff and translators why it is important that we hear a full, truthful account. When people are interviewed on film, a professional translator should be used to transcribe the footage if this was not possible in the field. Translators should be given clear terms of reference.

2. Consent

The following approaches should be taken in order to gather **informed** consent.

As a people-centred organisation, we must ensure we treat people with dignity and respect. 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 remain anonymous. Extra care should be taken to ensure they understand that not taking part in a shoot will not jeopardise project work. Consent must be freely given and should be recorded as either a signed consent form or a video recording. The request for consent must be presented in a manner which is clearly distinguishable from other information, in an easily accessible form, and using clear and plain language.

- Whenever possible programme staff should visit a community in advance and explain about the forthcoming trip by the filmmaker and photographer before it takes place. They should take examples of relevant publications to demonstrate how the images may be used and spend time discussing any concerns. This enables community members to decide if they wish to spend time with the visiting team and are happy for their images to be used. Contact the trip lead or the UK Photo team (photos@wateraid.org) if you need advice about the kind of resources or publications to share.
- We must explain how the images and stories that we collect will be used (across print, online, TV, adverts etc.) and should show examples to clarify this. It must be made clear that the images will be used widely and internationally. If someone is happy for us to take and use their image but doesn't want them to be used in a particular medium, e.g. social media, then this should be recorded and the images must not be used in this way.
- For anyone under 18 years of age, consent should be sought from whoever has parental responsibility. In addition any child over 12 years old must also give consent. If the child does not wish to be filmed or have their photograph taken this must be respected. If this is not possible, please speak to the Photo Team.

- If consent is discussed at a community meeting, then agreement can be filmed or the community leader should be asked to sign a written consent form. Additional individual consent should be gathered for anyone interviewed or featured prominently in a film or photograph. We must respect local hierarchical structures to ensure that we ask consent from the correct people. Parents or guardians must give consent for children, as well as the children themselves.
- We must pay particular attention to explaining and obtaining consent if collecting sensitive information, including data revealing racial or ethnic origin, religions of philosophical beliefs, data concerning health or a person's sex life or sexual orientation.
- There are occasions where we work with people who are illiterate and their written consent would not necessarily mean informed consent. In these cases, filmed consent is a better option.
- Requests for consent must be carried out in local languages – ideally through an independent, professional translator.
- Contact information of either the local partner or a relevant country programme staff member should be left with the community, so that individuals can ask questions about the use of their image and remove their consent if they so wish.
- The individual responsible for gaining consent on a trip should confirm that it has been gathered for all images placed on Asset Bank. Completed consent forms or filmed consent should be stored alongside the relevant images on asset bank. For UK staff, consent forms should be passed to the UK Photo team to be uploaded.

Discussing and gathering consent is not always straight-forward and the following issues should be considered by the person getting consent:

- People may agree for their images to be taken without a full understanding of what they will be used for.
- There is not an equal power relationship between WaterAid and a community member who we are working with. People may feel unable to refuse a request to be photographed or filmed in case it jeopardises the project.
- Ideally, the practice of gathering images should involve a dialogue with the person or community about their representation and they should be engaged as active participants in the process. People should be comfortable with the process and happy for their images to be taken and used. Equally, our own staff and partners must give their consent for images to be taken and used which show them.
- Simply asking 'Can I take your photo?' is not enough, particularly if you intend to publish images anywhere including personal social media accounts.

- Our process of gathering informed consent must take into account the fact that someone being photographed or filmed may change their mind either during a shoot or afterwards. Such a decision must be respected.

You can find consent forms at the end of this document in Appendix 2. There are four forms available depending upon the person. There is one for:

- Adults
- Minors (anyone under 18)
- Communities
- Schools

Country programme staff or the trip lead will be able to advise which form is the most appropriate.

It is our responsibility to discuss consent and ensure that communities understand why images are being taken and what they are being used for. If a WaterAid employee, freelancer or someone working for a partner organisation feels that a photographer or filmmaker is working in an inappropriate way, or that inappropriate questions are being asked, they must immediately raise their concerns with country programme staff or the trip lead.

Social Media and consent

Informed consent must be gathered for images shared on social media; this includes any photos shared by volunteers, staff and supporters on a trip whether posted on personal or official WaterAid channels.

Our pledge to communities when gaining consent:

- We will explain how and where images will be used, using examples wherever possible.
- We will represent people accurately and honestly.
- We will only take images of people who want their images taken.
- We will not identify people who wish to remain anonymous.
- If a person initially agrees to have the image taken and subsequently withdraws their consent, this decision will be respected.

3. Longevity

Images are retained in accordance with WaterAid's Data Retention Policy. We are not allowed to keep and use images for longer than is necessary. Moreover, anyone selecting an image to reproduce must consider the date an image or case study was gathered, and whether the content depicted is still relevant for his or her message.

- We must carefully consider the wording used to accompany images. If the present tense is used in relation to a specific individual or situation depicted, the image/case study should not be more than 18 months old.
- On high profile resources, we advise including the date the photograph/case study was collected.
- Images that are five years old or more are archived on Asset Bank on the basis of legitimate interest. You must get approval before using these images.

Asset Bank is a platform for storing and archiving images, it should not be used as a project information system. It is the duty of all users to review the above considerations and where necessary check that the situation depicted in a photograph is still true at the time of publication. This may mean checking Project Centre or contacting the Programmes team or Country Programmes team to get up to date information.

4. Ethical integrity

The ethics of photographic reproduction can be complex and there are differing views about style and how images should look. We want to tell rounded stories – which means showing a wide range of situations and emotions. WaterAid strives to be a leader in the field by ensuring that individuals are always depicted with agency, accuracy and in a dignified way. We should continually consider and reflect on how we can avoid harmful stereotypes and tropes, respect an individual's privacy and be mindful of cultural sensitivities.

Stereotypes: As an International NGO WaterAid's use of images contributes to how people in developed countries view development charities and the need for aid. We do not want to perpetuate the stereotypes of people living in the developing world, but instead want to reflect the reality of their situation. It is never about showing people as helpless objects of pity or simply smiling recipients of aid. Images of victimhood must be avoided and we should instead gather a range of images that show the need but also depict a wider reflection of the person and their everyday lives.

Positioning of the subject: We never use images that make people look more vulnerable or powerless than they are. We avoid images where the camera looks down on people.

Ideally, images should be taken at the same level or looking up at a subject, this is particularly important when showing the need for water or sanitation.

Perspective: Images can easily re-inforce public perceptions and this should be considered in the way we take and use images, for example; how we show men speaking to women, how we show programme staff or visitor interacting with community members or who we show leading project.

Nudity: We should never use images that could in any way reduce people to objects of desire or show them in a degrading way. We must also ensure that we respect people's privacy. We will not reproduce images that show nudity where this exposure exceeds cultural norms in either the location the image was taken or the location where it will be seen. More generally, care must be taken to ensure that the images we use are appropriate for our audiences. We will never photograph genitals and no photographs should be taken of an adult or child defecating.

Cultural sensitivity: We must be mindful that there are certain practices that may be acceptable in the country or community in which the shoot takes place, but are unsuitable to be shown in another and visa-versa. We must show care and sensitivity when taking or using photographs that depict taboo practices or stigmatised populations. If in doubt, seek advice from local staff and partners.

Privacy and respect:

- **Distance:** Showing someone in emotional distress very close up could violate his or her privacy. Care should be taken to give the subject space.
- **Disclosure:** We must at no time use images or information that has any chance of resulting in discrimination of the person (for example by disclosing someone's HIV status when they wish to keep this information private). We must ask and respect the wishes of those who wish to remain anonymous or do not wish to disclose certain personal information.
- **GPS locations:** The use of GPS coordinates needs to be carefully considered. We will not identify the location of any individuals by publishing the GPS locations of their homes. As toilets are typically household toilets, this also includes the location of toilets. Through our programme work we do track GPS coordinates of community facilities, and these can be used publically.
- **Social media:** We need to be mindful of the increasing use of social media in the countries in which we are gathering content. The same rules apply to social media as to any other forms of publishing. There are no exceptions!

5. Manipulation

In the digital age, what constitutes as manipulation is subject to different interpretations. As a guide, authenticity should be maintained in any digital process involving image editing.

The following must be adhered to:

- **Changing colour:** Many photographers will alter the colours of an image as part of their artistic process. However, no changes should be made by them or us that alter the reality of the image. Images should not be changed to duller or sepia tones to make a situation look worse than it is. All changes in colour should be done by a professional with a calibrated screen.
- **Cropping:** Many images are cropped before publication online or in print; however, cropping an image should always be done with care as it can greatly affect the meaning of an image and you can easily lose important context. In addition, please always refer to the usage rights, as there are times when professional photographers will state that their images must not be cropped.
- **Enhancement:** Digital technology makes it very easy to enhance and change images. Care must be taken to ensure that any enhancements do not alter the context of an image. For example, it is acceptable to remove red eye from a photo but not to change the colour of water in an image to make it look worse. Despite the fact that we can alter images, a viewer should still be able to rely on them as 'credible evidence' and proof that something happened at a certain time and place. Over-enhancement can ruin this credibility.
- **Editing:** We will not edit film footage in a way that changes what was filmed, for example by slowing footage down to make the situation appear worse than it is. Edited pieces should always accurately represent a person's story.
- **Flipping:** Images should not be reversed as this does not represent the picture that was taken. Flipping an image undermines our credibility as an organisation that accurately portrays the truth of a situation.
- **Composite images:** We will not create composite images (except in the instance outlined below) as this misrepresents the true picture.
- **Set up or super-imposed images for publicity stunts:** At times we will set up images for publicity stunts which will then have elements added to them. For example, hanging toilets super-imposed over an image of the River Thames by the Houses of Parliament in London. In all cases, it should be obvious that these are 'set up' and never presented as reality.

6. 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.

All those visiting a WaterAid community or event must complete the relevant WaterAid Safeguarding training and read and sign the Child Safeguarding Declaration. They must also be given a copy of the Safeguarding Young People and Vulnerable Adults code of practice. The Declaration and code of practice can be found in Appendix 3 and 4.

Everyone should be made aware of these Safeguarding policies. Essential training is available for all. The type of training that must be carried out depends on the context of the shoot. Even those filming or photographing events that involve WaterAid staff, such as fundraising events or awards, must complete essential training. For more involved shoots e.g those in one of our communities and/or with children (for example our DRTV shoots) the complete safeguarding training must be arranged by contacting learning@wateraid.org.

- **On a shoot:** No WaterAid representative should be left alone with another person or child from the community in which we are content gathering in, for the protection of both parties. Children should be accompanied by their guardian or parent wherever possible. Details of who is on the shoot location or an event must be recorded and stored appropriately along with times and locations.
- **Contact information:** Care must always be taken when we publish images of children. No information should be given out that will allow an external person to contact a child in an image. This means we should not publish a child's surname or their exact location. 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. Care must also be taken to ensure this information is not printed about their family members.
- **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.

- **The drinking of dirty, unsafe water:** We will not ask, direct, or instruct, anyone to drink dirty unsafe water for the purpose of collecting film or photographic content. The act of drinking dirty unsafe water for the sole purpose of content gathering puts those we are aiming to help at a heightened risk of illness and disease and is against our safeguarding policies which are clear that we must not cause additional risk of harm.

When content gathering, if WaterAid staff or persons contracted by WaterAid capture the drinking of dirty water unprompted, the Photo Team will review the content on a case by case basis and decide whether to include in WaterAid's Asset Bank for use across the organisation.

There may be instances where it is right and appropriate to show the drinking of dirty water if it is in an unprompted context – however these instances will be reviewed by the Head of Creative Content.

Any existing images on Asset Bank showing persons looking towards a camera and drinking dirty water have been restricted and can no longer be used.

- **Education:** A child's education must not be interrupted for the purposes of collecting images, any content gathering must be arranged around their school schedule.
- **Suitable breaks:** When filming or photographing children they must be offered suitable breaks with respect given to meal times and daily routines such as bedtimes.

Safeguarding Focal Points are located in each Country Programme and Regional Office, please speak with them if you have any questions or concerns regarding safeguarding within a particular country/community. You can also contact the Global Safeguarding team directly for advice and guidance.

All individuals or groups being filmed or photographed must be given the means and ability to raise any complaint or queries that they might have.

7. Working with donors and influencers

Sharing stories about our work with supporters is central to our fundraising and awareness raising efforts but the needs and desires of donors and supporters should not be placed above our responsibility to respect the people we help.

The following should be observed when planning trips that involve donors and supporters:

- A briefing must take place before the trip to go over our ethical image policy and safeguarding policies are understood. At this briefing WaterAid staff should stress that adherence to the processes outlined is mandatory.
- Visitors should be reminded that posting images on their own social media channels constitutes 'publishing' and is not allowed without informed consent from the person filmed or photographed and agreement from WaterAid.

When we visit a community with donors or supporters there is an unequal power balance between us and the people we interview and photograph, therefore people may feel unable to say 'no' to our requests. For this reason, we must not ask anyone to hold, do or say anything they would not normally.

Corporate branded items are particularly inappropriate, not only because the community member does not have a relationship with that brand – they have a relationship with our local partners or us – but also because such photos would not uphold the dignity of the person photographed.

- People should not be asked to hold any props or anything branded by a donor.
- Neither community members nor staff should be asked to say anything in a language they don't usually speak and they should not be asked to perform in any way.
- We will not ask communities to hold up signs or read out messages – including 'thank you' messages. If a community member says thank you on film or in an interview without being asked or prompted this can be used.

It is essential that everyone going on a trip, whether WaterAid staff, supporters, freelancers or donors, reads this policy ahead of the trip. They must also sign our Child Safeguarding Declaration and be given a copy of the Safeguarding Young People and Vulnerable Adults code of practice that can be found in Appendix 3 and 4, which includes reference to image taking and use. The trip lead should ensure this happens as part of the travel preparations.

8. Equality and non-discrimination

Our photographs are an expression of our approach to equality and non-discrimination; therefore, we must consider who we are taking photographs of. All individuals should be shown in a dignified way. This is particularly important for individuals who may face discrimination or exclusion. This may include, but is not limited to, older people, women, people with disabilities, and children. Photographers and filmmakers should ensure that they depict people who may be discriminated against as an integral part of society and the community – they should not be singled out.

9. Impact of a photography/film visit on the community

When planning a visit it is important to consider what impact the trip will have on the community visited. It may raise expectations that work will be carried out and that a person's situation may change. This could have a knock on effect far beyond what might be expected. If the aim of a trip is to gain content around a specific issue but there is no planned project work it is important that no impression be given that work will take place.

10. Remuneration

WaterAid staff may wish to give gifts to communities who are being photographed, filmed or interviewed. We would suggest speaking to local staff to agree what is appropriate. Suggestions include items that can be shared out equally, such as soap, staple foods, or jerry cans. It is not normally part of our policy to pay communities to take their images, particularly during short visits and where the time commitment of people is not more than a few hours. However, in exceptional circumstances where we require a longer commitment, it may be appropriate to compensate the people on a loss-of-income basis. Speak to the country team and our partners to see what is appropriate and act on their suggestions.

The following options should be considered with the country team and partners:

- Whether or not the compensation should be communicated upfront or offered as a gift at the end. This decision may also be influenced by the level of openness that we are hoping to achieve.
- If the decision is made to make a payment in cash, this should be handed over at the end of the assignment in a discreet manner.
- As a guide for the value of compensation, this should be based on the income lost. Speak to the local team or partners to find out how much individuals would normally be paid per day in their jobs.
- Gifts / compensation should not be given to children directly and if given should be done so via an appropriate adult.

Care must be taken at all times to handle these issues transparently and without giving potential cause for conflict. If in any doubt, please follow the advice and support of the local team and partners. Additional care should be taken in areas of high risk. This should be added as a risk on the travel risk assessment form for the trip and appropriate mitigation steps agreed.

11. Credits and third parties

Credits

WaterAid will credit all photographs taken by freelance photographers in the following way: **WaterAid/Photographer's name**; unless otherwise stated on the image library.

Sending images to third parties

WaterAid will only grant the use of its images to third parties, such as publishers, who will use them to raise awareness of WaterAid, our work and the water and sanitation crisis.

As a rule, we are contractually obliged to credit our photographers and we have agreements in place regarding the use of their images. If you would like to share an image with a third party to be used outside of raising awareness about our work or if you want to reproduce the image without a credit line then please speak to the Photo team to gain permission to do this. For any fulfilment agency with whom we share personal data, we need to have a signed contract and Data Processing Agreement in place.

12. Legal issues

In May 2018 the General Data Protection Regulations came into force in the UK. These regulations state that WaterAid needs to have a lawful basis to process personal data (including images and personal information). Our approach of treating everyone equally means that we are applying the same duty of care to anyone featured in our images regardless of where they live. By following our consent guidelines and ensuring people fully consent to the use of their images we will be able to avoid any issues arising.

In the vast majority of cases staff will use images without any cause for concern; if issues are raised then the ultimate decision about an image's use rests with the Head of Brand and Creative.

Key considerations when choosing an image to reproduce:

- 1 Does it accurately reflect what you want to portray?
- 2 Does it truthfully represent the situation – both the immediate and wider context and will it improve understanding of the realities of our work?
- 3 Does it reinforce any negative stereotypes?
- 4 Will reproduction affect the rights of anyone in the image?

If you cannot find a suitable image, please contact photos@wateraid.org and we will be happy to help you with your image search. We also provide training on ethical image use and how to search for images on WaterAid's Asset Bank.

Key considerations when taking images for WaterAid:

- 1 Does your image show a true and accurate account of the ways in which people live?
- 2 Has the subject given their informed consent?
- 3 Does the image reinforce any negative stereotypes?
- 4 Will reproduction impinge on the rights of anyone in the image (e.g. to privacy)?

Appendix 1.

Guide to gathering consent when filming or photographing donors and supporters

In order to ensure that we are compliant with recent changes in Data Protection legislation the following approaches should be taken when gathering images of supporter events and activities. The way in which consent should be gathered can vary depending on the type of event. Here are some general guidelines:

Events taking place in a public place e.g. Race events, Glastonbury, media stunts

- Participants who have signed up to take part in an event with WaterAid should accept T&Cs saying the following:
I give my consent for images/footage and data collected as part of this event to be used by WaterAid. The material will be stored securely and could be used on printed materials, in the press and online including in social media. WaterAid abides by an Ethical Image Policy and will ensure that all material is used accurately, honestly and in context.
- By the nature of these events there may also be members of the public taking part. Where possible verbal consent should be gathered from members of the public before taking their image.

Closed events organised by WaterAid or partners

e.g. Corporate partner events, WaterAid Supporters Day, Winnovators awards

- Invitations should include a notification that filming/photography is taking place and letting people know who they should speak to if they don't want to have their image taken.
- The convenor or one of the speakers should let the audience know that filming/photography is taking place.
- Signs should be placed in a prominent position saying that photography/filming is taking place giving people an option to be excluded from this if they wish.

Photos/films and interviews with individuals (please see detailed advice in the Consent section of the policy.)

- Consent should be sought from the appropriate individual. If the person is under 18 years of age consent should be sought from whoever has parental responsibility i.e. a parent or teacher, along with the consent of the child over 12 years old themselves. If this is not possible, please speak to the Photo Team.
- It should be clearly explained why we want to take a person's image and how it might be used - with examples where possible
- A signed consent form or recorded video consent must be collected and stored with the photo or film assets on Asset Bank.

The staff member responsible for organising the event must confirm the type of consent that has been gathered for images. This will be recorded in asset bank along with the relevant images. Completed consent forms or filmed consent should be sent to the UK Photo team to be uploaded to asset bank.

Appendix 2.
Consent Forms



Name: _____

Date: _____

Location: _____

I give my consent for the images/footage, interviews and personal data collected to be used by WaterAid and _____ (photographer/filmmaker).

I understand the following:

- 1 The material will be stored and transferred securely by WaterAid and could be used on printed materials (including fundraising appeals, publications and adverts) and online including in social media.
- 2 The material could be used by WaterAid's partners in advocacy, fundraising, campaigning and programme work.
- 3 The material could be used in the press, such as in newspapers and on television.
- 4 The material could be used by WaterAid offices around the world. The material will be used actively for 5 years and then archived and safely stored. There are some instances where material may be used after 5 years but it will always be appropriately contextualised.

WaterAid are committed to upholding the rights of data subjects under data protection legislation. WaterAid will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with WaterAid and support its aims.

I understand that I can withdraw my consent at any time by contacting the local WaterAid office or one of their partners.

Signed:

For more information see our Privacy Policy: <https://www.wateraid.org/uk/privacy-policy> or ask a member of WaterAid staff.



Name of parent/legal guardian: _____

Signing on behalf of Name of child/children (under 18):

Location: _____

The child (over 12) named above understands what is being asked and has consented verbally.

I give my consent for the images/footage, interviews and personal data collected to be used by WaterAid and _____ (photographer/filmmaker).

I understand the following:

- 1 The material will be stored by WaterAid and could be used on printed materials (including fundraising appeals, publications and adverts) and online including social media.
- 2 The material could be used by WaterAid's partners in advocacy, fundraising, campaigning and programme work.
- 3 The material could be used in the press, such as in newspapers and on television.
- 4 The material could be used by WaterAid offices around the world. The material will be used actively for 5 years and then archived and safely stored. There are some instances where material may be used after 5 years but it will always be appropriately contextualised.

WaterAid are committed to upholding the rights of data subjects under data protection legislation. WaterAid will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with WaterAid and support its aims.

I understand that I can withdraw my consent at any time by contacting the local WaterAid office or one of their partners.

Signed:

For more information see our Privacy Policy: <https://www.wateraid.org/uk/privacy-policy> or ask a member of WaterAid staff.



Name: _____

Date: _____

Community or institution (e.g. school): _____

Location: _____

I confirm that I have discussed the collection of stories, images and data with the residents/attendees of the above community/institution and explained that all photos, film footage, interviews and personal information from this visit will be used by WaterAid and _____ (photographer/filmmaker).

I understand the following:

- 1 The material will be stored and transferred securely by WaterAid and could be used on printed materials (including fundraising appeals, publications and adverts) and online including social media.
- 2 The material could be used by WaterAid's partners in advocacy, fundraising, campaigning and programme work.
- 3 The material could be used in the press, such as in newspapers and on television.
- 4 The material could be used by WaterAid offices around the world. The material will be used actively for 5 years and then archived and safely stored. There are some instances where material may be used after 5 years but it will always be appropriately contextualised.

WaterAid are committed to upholding the rights of data subjects under data protection legislation. WaterAid will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with WaterAid and support its aims.

Any resident/attendee can withdraw their consent at any time by contacting the local WaterAid office or one of their partners.

Signed:

For more information see our Privacy Policy: <https://www.wateraid.org/uk/privacy-policy> or ask a member of WaterAid staff.



Consent form – schoolchildren

Name and job title: _____

Date: _____

School: _____

Please list the names (and ages) of the students whose parents have given permission for them to be filmed and photographed by WaterAid:

By signing this form I confirm that I have given all parents of children present notice of the photography/filming by WaterAid and have given them the chance to opt out. The name(s) of children who do not wish to be filmed are:

I give my consent for the images/footage and interviews and personal data collected to be used by WaterAid and

_____ (photographer/filmmaker).

I understand the following:

- 1 The material will be stored and transferred securely by WaterAid and could be used on printed materials (including fundraising appeals, publications and adverts) and online including social media.
- 2 The material could be used by WaterAid's partners in advocacy, fundraising, campaigning and programme work.
- 3 The material could be used in the press, such as in newspapers and on television.
- 4 The material could be used by WaterAid offices around the world. The material will be used actively for 5 years and then archived and safely stored. There are some instances where material may be used after 5 years but it will always be appropriately contextualised.

WaterAid are committed to upholding the rights of data subjects under data protection legislation. WaterAid will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with WaterAid and support its aims.

Continued

I hereby warrant that I am of full age and have every right to contract for the minor(s) in the above regard. I state further that I have read the above authorisation, release and agreement prior to its execution, and that I am fully familiar with the contents thereof. This release shall be binding upon the minor and me, and our respective heirs, legal representatives, and assigns.

I understand that I can withdraw consent on behalf of a child at any time by contacting the local WaterAid office or one of their partners.

Signed:

For more information see our Privacy Policy: <https://www.wateraid.org/uk/privacy-policy> or ask a member of WaterAid staff.

Appendix 3. Child Safeguarding Declaration

Child Safeguarding Procedure

Child safeguarding declaration

To be read and signed by all WaterAid representatives undertaking WaterAid activities¹ where they may have contact with children during their work.

I, _____ have read and understood WaterAid's [Global Standard: Child Safeguarding](#) and agree to adhere to the policy. In particular, **I will:**

- Treat children with respect regardless of race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability or other status
- Not use language or behaviour towards children that is inappropriate, harassing, abusive, sexually provocative, demeaning or culturally inappropriate
- Not engage children in any form of sexual activity or acts, including paying for sexual services or acts
- Always ensure another adult is present when working in the proximity of children, unless in unexpected emergency situations
- Not invite unaccompanied children into my home, unless they are at immediate risk of injury or in physical danger
- Not sleep in close proximity to children that I have contact with through WaterAid's work
- Use any computers, mobile phones, video or digital cameras appropriately and never to exploit or harass children or to access child pornography through any medium
- Refrain from physical punishment or any discipline of children that I have contact with through WaterAid's work
- Refrain from hiring children for domestic or other labour that is inappropriate given their age or development stage, which interferes with their time available for education and recreational activities, or which places them at significant risk of injury and any form of exploitation. Children should not be taken out of school to be photographed or filmed by staff on content gathering trips.
- Comply with all relevant local legislation, including labour laws in relation to child labour

¹ This code of conduct applies to contact with children in your professional role, but WaterAid hopes that WaterAid representatives will apply these good practice principles to conduct towards all children in the interests of their welfare, protection and development

- Immediately disclose all charges, convictions and other outcomes of an offence that relates to child exploitation and abuse, including those under traditional law, which occurred before or occurs during my association with WaterAid
- Immediately report concerns or allegations in accordance with WaterAid's procedures.

I understand that the onus is on me, as a person engaged by WaterAid to use common sense and avoid actions or behaviours that could be construed as child abuse.

WaterAid is committed to the safety and wellbeing of all children and/or young people who may come into contact with WaterAid representatives. We support the rights of the child and will act to ensure a child safe environment is maintained. We encourage our staff, partners and volunteers to actively participate in building and maintaining a child safe environment.

Taking and using images

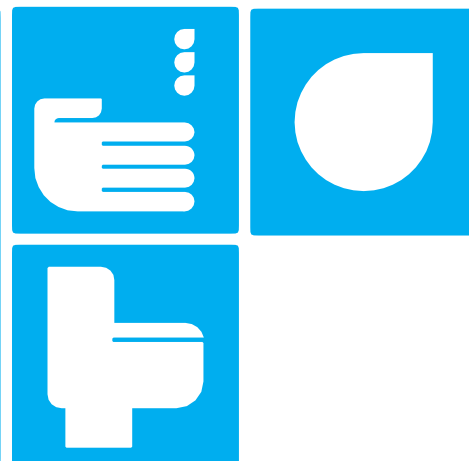
- Before taking an image of any person engaged with our work, whether a supporter or a community member, I will ask their permission. Prior to photographing or filming a child, I will obtain informed consent from both the child and a parent or guardian of the child. As part of this I must explain how the photograph or film will be used, how long it will be kept and how the individual can ask for the image to stop being used.
- Consent to use an image on an official WaterAid channel does not extend to use on a personal social media account. I will not post anything that could give a negative impression of WaterAid's work or could be harmful to the person in the photograph or film.
- I will ensure images are honest representations of the context and the facts
- I will ensure photographs, films and case studies present children in a dignified and respectful way and not in an unnecessarily vulnerable or submissive manner. No child should be photographed naked from the waist down and no older children naked from the waist up. Children will not be in poses that could be seen as sexually suggestive.
- I will ensure photographs, films and case studies do not contain information about a child that could lead to them being identified (i.e. use only first names and broad geographical location such as district or province rather than village).
- I will ensure that the UK photography team or a relevant child-safety representative in country, are aware of my plans to take photos or commission a photographer or filmmaker whilst visiting communities in which we work.

Signed:

Date:

Safeguarding children and vulnerable adults at WaterAid

A code of practice for all WaterAid staff, volunteers, partners and consultants.



Working or volunteering on behalf of WaterAid often means holding a position of power and trust. WaterAid has a zero-tolerance approach towards any kind of abuse, exploitation, bullying **or harassment. We expect all staff, volunteers, partners, interns and consultants to conduct themselves in a way that preserves the dignity and respect of every individual. We are all expected to follow the Global Code of Conduct.**

A child is defined as anyone under the age of 18 years

- **Do** follow organisational policy and guidelines such as Child Safeguarding Global Standard, Vulnerable Supporters, and Ethical Image policies.
 - **Do** challenge attitudes and behaviours that contravene the Global Code of Conduct.
 - **Do** treat all everyone with dignity and respect.
 - **Do** respect a child's or vulnerable adult's right to personal privacy.
 - **Do** tell your colleagues or fellow volunteers where you are and what you are doing if you are working with children or vulnerable adults.
 - **Do** treat everyone according to their needs, do not show favouritism.
 - **Do** remember someone might misinterpret your actions, even if you mean well.
 - **Do** allow children and vulnerable adults to talk about their concerns.
 - **Do** make sure that anyone who works with WaterAid is made aware of this code of behaviour.
 - **Do** take all allegations, concerns and suspicions of abuse seriously and report them.
- **Do not** spend time alone with a child or vulnerable adult – always ensure another adult is present and that you are visible to others.
 - **Do not** trivialise abuse, exploitation or harassment in any way including making inappropriate jokes.
 - **Do not** engage in any form of sexual activity with anyone under the age of 18, regardless of the age of consent or custom locally.
 - **Do not** take part in inappropriate physical, verbal or sexual behaviour with or in the presence of children or vulnerable adults (including online or via mobile phones).
 - **Do not** physically, sexually or emotionally harm, or threaten to harm a child or vulnerable adult.
 - **Do not** send private messages to children or vulnerable adults you've met through WaterAid, for example private messaging on social media.
 - **Do not** drink alcohol or use harmful substances when volunteering or working with children and vulnerable adults and never supply alcohol or harmful substances to a child.
 - **Do not** do things of a personal nature for a child or vulnerable adult that they can do for themselves.
 - **Do not** place children or vulnerable adults in unsafe situations.



- **Do not** engage in relationships which could be an abuse of trust, for example a sexual **relationship with a beneficiary.**
- **Do not** rely upon your good reputation to protect you from any complaints or allegations.
- **Do not** allow concerns, allegations or suspicions of abuse to go unreported.

What to do if?

If someone tells you that they are being abused or exploited or you have a concern about a child or vulnerable adult you must:

- Ensure the individual is not in immediate danger.
- Allow the individual to speak without interruption and accept what they say.
- Be understanding and reassuring but do not give your opinion.
- Do not promise to keep secrets, but do say you need to tell someone who can help.
- Write careful notes of what was said, using the actual words wherever possible.
- Contact a Safeguarding Focal Point or WaterAid representative immediately. If you're in the UK, you can contact a Focal Point by calling **+44 (0) 207 793 4947** or email **safeguarding@wateraid.org**

If there is a safeguarding concern, complaint or allegation about an adult or yourself, you must:

- Ensure the individual is not in immediate danger.
- Write careful notes of what you witnessed, heard or were told.
- Contact the Global Safeguarding Manager

REMEMBER

It is your duty to report – do not investigate

Ensure you know how to contact a Safeguarding Focal Point, or WaterAid point of contact if you are a volunteer.

If you're in the UK and you believe a child or vulnerable adult to be at immediate risk of **significant harm contact the Police on 999.**

If you're in any doubt about what to do, contact the Global Safeguarding Manager on

+44 (0) 207 793 4947,
+44 (0)7966 999892 or email
safeguarding@wateraid.org

Alternatively you can contact the independent whistleblowing charity Protect on **+44 (0) 203 117 2520** or email **whistle@protect-advice.org.uk**

For more information please visit
wateraid.org/uk/safeguarding-at-wateraid