

POLICY

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# IMAGES POLICY

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# IMAGES POLICY

## 1. INTRODUCTION

SeeBeyondBorders is a not-for-profit organisation that is registered as a charity in Australia and the UK, and operates as a registered international non-government organisation in Cambodia. Our mission is to provide Cambodian children with access to quality teaching and learning at school.

SeeBeyondBorders' staff, volunteers and program participants work in schools with teachers and children therefore it is imperative that the organisation has a clearly defined child protection policy and effective procedures that govern all SeeBeyondBorders' entities.

## 2. DOCUMENT PURPOSE

SeeBeyondBorders produces digital and print publications for the purposes of publicising its work, fundraising and advocacy. Promotional material is produced and distributed through various media such as:

- Internet sites, including the SeeBeyondBorders website
- Official social media platforms such as YouTube, Twitter, Facebook, Instagram and LinkedIn
- External publications such as newspapers and magazines
- SeeBeyondBorders' publications such as Annual Report, Transparency Report and the Strategic Plan
- Posters and flyers in hard and soft copy
- Reports and proposals related to fundraising and donor reporting. This includes bespoke books for donors

The purpose of this policy is to ensure the collection and use of photographs and/or film (images) of children and other vulnerable people:

- Protects the personal information of individuals
- Protects the identity of children
- Presents children, or other vulnerable people, in a dignified and respectful manner and not in a vulnerable or submissive manner
- Respects the individual's right to control how and for what purpose their personal information is displayed.

In preparing this policy, the Australian [Department of Foreign Affairs' policy Consent for use of images/videos](#) has been used as a guide as well the Australian [Department of Foreign Affairs' Child Protection Policy](#), the UK Aid Direct [Communications Guide](#), and the [Dochas Code of Conduct on Images and Messages](#).

This policy should be read in conjunction with SeeBeyondBorders' [Child Protection Policy](#) and [Communications Policy](#).

## 3. ASSESSMENT OF RISK

One of the main drivers for this policy is the need to protect the identity of children and other vulnerable people who may be at risk if they were identified.

In preparing this policy, SeeBeyondBorders has attempted to quantify the level of risk associated with the publication of images of children and other vulnerable people in Cambodia, so that our Images

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Policy reflects the level of risk in the communities in which we work.

While we are committed to protecting all people involved in all our programs, we believe the risk associated with identification of children and other vulnerable people, through publication of images, is low as aside from on the SeeBeyondBorders Facebook page, the audience for SeeBeyondBorders publications is typically not in Cambodia and therefore, identifying and locating children in specific locations is unlikely. However, SeeBeyondBorders recognises that the statutory systems and procedures for protecting children are weak in Cambodia, and as such we believe it is essential that we have a policy to mitigate any risk, however slight, for children and other vulnerable people.

#### 4. **DEFINITIONS**

**Child/children:** In accordance with the United Nations Convention on the Rights of the Child (1989), SeeBeyondBorders defines a child as any person below the age of 18 years, regardless of local laws or other definitions.

**Vulnerable person:** In accordance with the Australia Working with Vulnerable People Act (2011), SeeBeyondBorders defines a vulnerable person as someone who is disadvantaged. For example, through a physical or mental disability; social or financial hardship.

**Image:** Includes photographs and videos, in print and digital form recorded using a camera, mobile phone or video.

**Parent/guardian:** Means the biological parent or the person legally responsible for the care of a person under the age of 18 years.

**Informed consent:** In relation to this policy, informed consent means a parent/guardian has given written consent to the taking and use of images of their child based upon appreciation and understanding of how those images will be used by SeeBeyondBorders. In addition, we will also seek verbal consent from the child/children. This verbal consent will be documented in writing and stored electronically.

**Publication:** The act or process of presenting or reproducing material in print or electronic form that is made available to the public.

**Code of Conduct:** A document that sets out how SeeBeyondBorders expects staff, volunteers, program participants and visitors to conduct themselves both professionally and personally. It includes a specific reference to this Images Policy. All SeeBeyondBorders' staff, volunteers, program participants and visitors are required to sign a [Code of Conduct](#) declaration, confirming (in part) they "have read, understand and will abide by SeeBeyondBorders' Child Protection Policy and Images Policy"

#### 5. **POLICY**

To protect the children and vulnerable people with whom it is involved, SeeBeyondBorders will:

- I. Ensure that when photographing or filming a child or publishing images of children or vulnerable people:
  - Local traditions or restrictions for reproducing personal images are adhered to before photographing or filming.
  - Informed consent is obtained from the child (verbally) and parent/guardian of the child (in writing) before photographing or filming including an explanation of how the photograph or film will be used. This process will be conducted in Khmer.
  - All publications present children in a dignified and respectful manner and not in a

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vulnerable or submissive manner, and that children are fully clothed with shoulders covered and not in poses that could be seen as sexually suggestive.

- Images honestly represent and convey the context and complexity of the situations in which they are taken.
  - File labels, meta data and text descriptions do not reveal identifying information about a child or vulnerable person when sending images electronically or publishing images in any form. This includes full names, names of schools, specific geographical location details and any other information that may enable a third party to identify and locate a specific person as a result of a SeeBeyondBorders publication. Appoint selected members of the SeeBeyondBorders team with cross reference access to the library of photographs and the informed consent forms, to ensure and document that there is informed consent for images before publication.
- II. Require all staff, volunteers and visitors to read and understand the Images Policy, and to sign and adhere to SeeBeyondBorders' Code of Conduct.
  - III. Provide all staff and volunteers with training on this policy, (in conjunction with training in our Child Protection and Inclusion Policies), and guidelines (in Khmer and English) on how to obtain informed consent, how to record and store images, and how images can be published.
  - IV. Ensure there is a dedicated staff (system administrator) member who is in charge of maintaining the storage of images and the codifying of images with written consent. This system administration is the only person with access to the names of all the individual children who appear in images.
  - V. Ensure professional photographers sign and adhere to SeeBeyondBorders' Code of Conduct.
  - VI. Not allow external photographers to be unsupervised or with access to individual children.
  - VII. Ensure any individuals or organisations working with SeeBeyondBorders on school-based programs are aware of our Images Policy, and require them to sign and adhere to SeeBeyondBorders' Code of Conduct.
  - VIII. Ensure there is no identifying personal information accompanying published photographs of children and vulnerable people, such as names of children, or personal identifiers.
  - IX. Only use images of children that are relevant to SeeBeyondBorders' activities, such as children participating in an activity specifically associated with SeeBeyondBorders' programs.
  - X. Obtain permission from parents/guardians in writing, (and where practical, verbally from the child) before photographs and /or film are taken, clearly outlining the purpose of using the image and how it is to be used and for how long (this includes informing the permission giver that if the consent covers publication on the internet that even if the image is removed by SeeBeyondBorders there is a risk that the image may still be available).
  - XI. Provide parents/guardians (and where practical, the child) with the option to withhold or withdraw consent for their child to be photographed or filmed, or for an image of their child to be published. Consent will continue indefinitely unless withdrawn by the parent/guardian or the child. Make it clear that there will be absolutely no negative repercussions from denying consent.
  - XII. Obtain consent from parents/guardians in writing, (and where practical, verbally from the child) to the publication of images that show the child in a group situation such as a

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classroom or playground.

- XIII. Not make any payments or any other form of compensation to subjects or their parents/guardians in exchange for their photograph or video being taken or for their consent or signed release for publication.
- XIV. Not use images of children from commercial or other sources for which there is no documented informed consent from the child's parents/guardians, or from the child. This does not include the sharing of articles from reputable publications where it would be reasonable to assume consent was received for images and where it would not be practical for SeeBeyondBorders to be in receipt of documented informed consent.'

## 6. IMPLEMENTATION

### Image Guidelines

1. These guidelines apply to the use of any images of children, whether published electronically or in print, where a child may be identified, either from facial features, or by association (location, clothing, personal items, etc).
2. No image of a child (unless the child is not easily identifiable or if the image is over 2 years old) is to be published (online or in print) without **documented informed consent** being obtained from the parent/guardian in writing, (and where practical, verbally from the child) of any child involved.
3. Consent will be obtained before the photograph/film is taken.
4. If a child or vulnerable person becomes distressed at any time when their photograph/film is being taken, even if informed consent has been granted, the photographer/videographer will cease and will ensure the person is comfortable before and if resuming. Any photographs or video that has been taken when a person has become distressed will not be destroyed for a minimum of 7 years. The photographs or video will be filed in a different folder and labelled appropriately for easy retrieval.
5. Obtaining informed consent involves the following:
  - I. A permission form (Appendix A attached) is to be provided in Khmer to the parent/guardian of every child being photographed.
  - II. The form must provide details about the nature of the photograph to be taken and how the photo/video is to be used (publications, social media, etc).
  - III. SeeBeyondBorders' staff must explain verbally or in writing that images published online can be removed by SeeBeyondBorders, but this does not mean they are necessarily removed completely and there is a risk they will remain there in the future.
  - IV. The parent/guardian should be asked to sign and date the form. If the child has given verbal approval (where practical), that should be noted on the form and signed by a representative of SeeBeyondBorders and another adult known to the child i.e. teacher or school principal.
  - V. Should the parent/guardian be unable to read, write or understand the form, a representative of SeeBeyondBorders must read and explain the form in person to the parent/guardian before asking the parent/guardian (or the child) to provide verbal consent, and that should be noted on the form and signed (and dated) by a representative of SeeBeyondBorders and another witness known to the person. i.e. a teacher or school principal.
  - VI. Contact details for SeeBeyondBorders will be provided to all parent/guardian signatories to keep after they have signed the consent form. These contact details will provide the

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parent/guardian with the right to withdraw permission at any time by contacting SeeBeyondBorders.

- VII. School Principals will also be asked whether there are particular children that should always be excluded from group photographs for confidentiality reasons, and to identify them. This information will be kept confidential and it will not be for SBB to determine why the Principal has made such a determination.
  - VIII. With agreement from school principals selected schools will include the SeeBeyondBorders' photo permission consent form when providing parents/guardians with the enrolment documentation at the beginning of the school year. Parents/guardians will be informed that they can opt-out from providing permission.
6. Each set of images involving a child or vulnerable person (including in group situations) must have a documented consent form, and a register will be maintained by the system administrator to enable cross-referencing of images with the relevant consent form. Access to this register is restricted so as only the system administrator has access to photographs of children with their names.

### **Treatment of existing images**

1. SeeBeyondBorders currently has a large library of images that are retained for program documentation. These images are stored securely, and only authorised staff have access to these images as designated by the Director of Development.
2. To minimise any potential child protection risk arising from publication of historic library photos, SeeBeyondBorders will not publish any images without written consent recorded within 24 months prior to the date of publication.
3. All images published by SeeBeyondBorders, including in social media, will comply with this policy.
4. Although all staff, volunteers and visitors will be briefed on this policy and asked to sign the Code of Conduct that they will abide by this, SeeBeyondBorders recognises that with the rise of social media, there is still a risk that images will be published against this policy.
  - a. In such cases involving existing staff and volunteers, action will be taken using SeeBeyondBorders Code of Conduct and the staff member/volunteer will be requested to remove the image from where it has been published.
  - b. In cases involving previous staff and volunteers, SeeBeyondBorders will write to the person who has published the image and request they remove it from publication.
  - c. In cases involving visitors, SeeBeyondBorders will write to the person who has published the image and request they remove it from publication.

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## **7. POLICY MANAGEMENT**

This Policy has been approved by the Australian Board and the Trustees of SeeBeyondBorders' other entities as noted below.

Amendments and or developments will be recommended to the Board from time to time as deemed appropriate by senior management. Formal reviews will take place before the expiry of three years from the anniversary date of approval by the Board. Recommendations for minor changes can be approved by the CEO before the expiry of three years, and recommendations for changes to the background or policy in practice can be approved by the relevant Sub-Committee.

Doc ref	Doc type	Approved by Australian Board Date	Minute ref.	Approved by UK Trustees Date	Minute ref	Approved by Irish Board Date	Minute ref
IP/06/2020/1.0	Policy Up-Date	29.06 2020	Item 8	21 <sup>st</sup> July 2020	Agenda item 5		

## APPENDIX A

### Child Photo Consent Form

Name of child	_____		
School Name	_____	District	_____
Initial purpose of photography/filming	_____		
	Date	_____	

SeeBeyondBorders recognises the need to ensure the welfare and safety of all children taking part in any activity associated with our organisation. In accordance with our images policy we will not permit photographs, video or other images of children and young people to be taken without the consent of the parents/guardians (and where practical, the child).

We would like to ask for your consent to take photographs/videos of your child as outlined above.

It is likely these images may be used as:

- a record of the activity or the event
- in a written evaluation report of the activity or event
- publicity for SeeBeyondBorders' activities or events on leaflets/posters
- publicity material for magazines/books
- SeeBeyondBorders' websites and social media sites (Facebook, Twitter, LinkedIn, YouTube etc.)
- SeeBeyondBorders' partners' websites and social media sites (Facebook, Twitter, LinkedIn, YouTube etc.)
- illustrations of the activities or events in published articles
- future donor/funding applications or reports to donor organisations

These photos may be published online, and distributed to various people and organisations around the world, and even if removed by SeeBeyondBorders, may continue, due to the nature of the World Wide Web, to exist in perpetuity.

I have read and understand this notice, and <b>consent to / do not consent to</b> the collection and use of my child's image, as outlined above (ensure a tick is placed next to each item that consent is given for).			
I understand I can withdraw this consent at any time by contacting SeeBeyondBorders (details below).			
Name of parent/guardian	_____		
Signature of parent/guardian	_____	Date	_____
Name of SBB staff member	_____	Role	_____
Signed on behalf of SBB	_____	Date	_____
<i>Where applicable</i>			
Name of Witness	_____	Relationship to child	_____
Signature of Witness	_____	Date	_____

**CONTACT** SeeBeyondBorders Tel: 053 5139 666 Email: [info@seebeyondborders.org](mailto:info@seebeyondborders.org)