



## IPPF Model Release Form\_Photography and stories

This policy must be presented to, and fully understood by, potential photographic and interview subjects prior to the start of a shoot.

### About IPPF

IPPF commissions photography, film, and interview projects in support of its work around the world in sexual and reproductive health and rights. Photography is a powerful tool through which to communicate how, why and what we do at the grassroots level through our Member Associations. Photography and film enables us to tell the stories of beneficiaries of our services, volunteers and staff. Used across digital platforms, media and print they educate, inspire and inform. The photography we use should always reflect IPPF’s values and mission.

### Usage

By agreeing to the conditions outlined below you will be granting IPPF permission to use your image, and if appropriate your image in conjunction with your interview/description of your story/experiences. This will help support the vital work carried out by the organization in the areas of sexual and reproductive health and rights.

Photographs and interviews will be used broadly in their original context for a variety of purposes including:

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|---|--|
| Digital platforms (website)                       | Campaigns (including fundraising and advocacy)   |
| Social media (FB, Twitter, Instagram)             |  |
| Exhibition stands and other promotional materials |  |
| Publications (print)                              | Advertisements (including newspapers, magazines) |

If the image was taken for specific circumstances/ a story surrounding the image it will only be used in that context. The images will be in use for a limited period of five years. The subject has no ownership or copyright of the image.

### Consent

The subject has the right to refuse disclosure of their real identity and withdraw their permission at any time. We cannot withdraw photography already published. Consent may be for an indefinite period. However, most images are used for about five years when they are archived for possible future use.

The subject should specify one of the following identity options.

- |   |  |
|---|--|
| <input type="checkbox"/> First name _____ | <input type="checkbox"/> Pseudonym _____ |
| <input type="checkbox"/> Full name _____  | <input type="checkbox"/> Anonymous _____ |

**For any content related to survivors of sexual and gender-based violence, extreme care must be taken to protect identities. This includes the default use of pseudonyms, unless the survivor explicitly requests for their real name to be used. All effort should be taken to disguise identities, including any identifiable marks or items of clothing, and the face of the staff member providing care. IPPF is unable to use any SGBV content that does not comply with this.**

**If the subjects of the shoot are under the age of 18 parental/ guardian permission must be given prior to taking the photograph.** It is always important to engage the participant in the process, responding to their feelings and wishes with dignity and respect. This is particularly relevant when working with people with a disability, learning disabilities, low literacy, barriers to language. Where the individual is 18 years old and over and will be signing the consent form, in some circumstances you may support participants to understand this consent form by taking them through it but be careful not to coerce people into signing it if they are showing any discomfort or lack of understanding.

If necessary, the location of the project can also be disguised.

Photographer: \_\_\_\_\_ Country: \_\_\_\_\_ Project: \_\_\_\_\_



The security and rights of individuals portrayed in photographs should be protected and up-held by all concerned (including the photographer, IPPF staff and all users of the photograph). All photos should be checked for consent, sensitivity and security issues prior to publication in any media.

Subject to the above, I give IPPF permission to use my name/ pseudonym and photographs/interview and story. I accept that IPPF may use my photographs/interview and story for any purpose and in any medium including, but not limited to, digital, print, and distribute my images in any and all countries around the world, free of charge. I confirm that the content of the consent form has been explained to me, and that I fully understand its meaning and that IPPF will respect my dignity when using photographs/ film/ audio of me.

Name/ pseudonym: \_\_\_\_\_

Profession/ student: \_\_\_\_\_

Address/ District: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature of parent/guardian if under 18 years: \_\_\_\_\_

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