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Storytelling through photography, film, and words

IPPF PHOTOGRAPHY & FILM POLICY

2022

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Introduction: about these guidelines

To protect IPPF images, copyright and retain the integrity of the people featured in photography and film, we have developed these guidelines for anyone, including staff and freelancers, who are responsible for gathering via a commission, creating, and publishing digital content using photos, personal stories, and film.

IPPF commissions photography and film 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 enable us to tell the stories of our beneficiaries, volunteers, and staff. Used across digital platforms, media and print they educate, inspire, and inform. The photography and film we use should always reflect IPPF's values and mission.

We commission reputable and experienced photographers, filmmakers, and writers. Their specialist skillset ensures we capture the best quality content and that the copy is accessible to the general public. This type of content can also provide us with the opportunity to pitch to interested media.

While we provide a detailed brief for each commission, we want the photographer/filmmaker to have flexibility when working in the field to effectively capture the story. Collaborating at the outset on a commission will ensure the photographer/filmmaker is fully briefed and understands the nature of the organization and purpose of the content trip. When possible, we work with locally-based photographers, filmmakers and writers who will understand the social, political and cultural context of the region.

All of our photos and films can be found on IPPF's digital asset management system: [Asset Bank](#). Staff can register as a user via this [link](#).

Using photography with integrity and responsibility

The content created today will more than likely outlast both the content's relevance and our own lifetime. It is of vital importance that it be an accurate representation of the issue and people captured in the photograph/ film, for all who access it today and in the future. IPPF has a responsibility to follow the safeguarding process and consider the impact our use of photography to an external audience may have on those featured in our content.

Any member of staff creating content has a duty to be accurate, honest and respectful and is responsible for the published material. 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. This information will be available on [Asset Bank](#) as part of the photos' usage criteria.

Avoid using photos in a specific context, which may lead to incorrect assumptions about the people depicted in the photograph, especially if it could be seen as defamation of the individual's character. By using the photo in the wrong context, IPPF is not acting morally or ethically toward the subject and therefore demonstrating a lack of respect for the subjects' true circumstances. Our duty of care is to those we depict, and we take this responsibility very seriously.

Informed consent, security and safeguarding

A policy and procedure requiring informed consent has been established to protect the rights of those who generously give permission for their photograph and story to be used by IPPF.

This policy must be followed by anyone commissioning a photo or film trip. A [Model Release Form](#) must be understood and completed by the subjects and collated with the project material. It is important to always explain why we want to take a photograph, conduct an interview or film someone and how it will be used **before** it is captured.

When IPPF uses commissioned photography in its communications it does so with the full and informed consent of the individual participants. Our Model Release Form outlines the possible uses of their photo, including how and where to ensure that they are comfortable with us using their stories once they are gathered. We respect an individual's decision to 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.

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.

To ensure protection of the individuals depicted we avoid publishing full names and where necessary exact locations. In certain

circumstances, and with informed consent, we will also use pseudonyms, unidentifiable/partial photography to protect individuals.

To safeguard and protect, **avoid taking and using photographs of children** (under 12 years old) on their own or in very small groups; and specifically, those who are not directly related to the project/ programme. IPPF's focus is not children, and we rarely have a need for photographs of children. Any photography of children should focus on an activity, feature groups or an adult.

Obtaining consent

All subjects should sign a [Model Release Form](#) or give verbal consent on film agreeing to be photographed/ filmed. Translated Model Release Forms in the local language will be available where necessary.

The subject should understand why they are signing the form and where their photography, story, film will be used. They should also understand the implications of participating. Where possible show some examples of how we use content so that those involved understand how and where their story might be used. The [How your photo may be used](#) guide provides visual examples of how and where IPPF may use images online. Participants must understand that their photos will be published online and are available forever and can be seen by anyone. This is especially important for participants who may not be literate; the MA staff must ensure that they understand verbally.

It is important to establish who can give consent for obtaining photographs and interviewing anyone under 18 years old. Member Association staff will be able to identify the relevant individuals within the community to support with consent.

It is important to communicate that consent can be withdrawn at any time. If a subject seems reluctant, unsure or uncomfortable **do not** take the photograph or shoot the footage.

Under no circumstances should staff, freelancers or visitors offer gifts to subjects in exchange for their participation. This includes cash, objects, or gifts in kind.

When to obtain consent: all individuals in all settings - recognizable and non-recognizable staff, volunteers and clients in clinical settings and where personal, private information is exposed in the photo or story such as: health status, health behaviors, SGBV survivors. Obtain consent from parents, guardians or teachers of those under 18 years old.

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.

When consent is not needed: non-recognizable individuals in public, such as crowds.

Editorial process

Immersive storytelling, through photography and film, across our communications is key to engaging our stakeholders, supporters and external audiences. The purpose of our content gathering commissions is to demonstrate our impact, be solution-focused and positively frame the story while portraying the reality of the lives of people with sensitivity and respect. We make editorial judgements and decisions about how and when to use photography and stories; and specifically, when **not** to use or publish content. For example, if there is a conflict between a participant giving consent for their story and photos to be used, but their story explicitly states that their family, partner, children do not know about their experience.

Storyboarding the content is an important part of the editing process. Context, framing, captions and supporting features have an impact on how the overall story is structured, conveyed and received.

As part of the post-production phase to ensure correct use of the photography and context we continue to work with the photographer/filmmaker once the content has been submitted. Post-production can take between 2-4 weeks depending on the nature of the content, quantity and agreed deadline for publishing.

Brand

Using professional photography across our communications gives a strong visual focus to our brand and builds recognition and positive associations. Our policy is to brand all photography used on social media platforms.

Branding the photo not only protects the copyright and prevent it being used by a third party, it serves to reinforce the IPPF brand and bespoke messaging associated with the photography.

Managing and using content

All of our photographs, films and stories are catalogued and stored on IPPF's digital asset management system: [Asset Bank](#). The information stored about the images should be used correctly, including, credit, caption, location, year, photographer.

All photography stored on Asset Bank must have metadata attached. Photographers are required to provide a short description of the photo including information about the situation/ location/ names/ ages of the subjects by completing the EXIF Description field. (Details are included in the projects' Creative Brief). Clear descriptions are important so that we can match the photos to the personal stories; usually gathered by another member of the commissioning team.

It is important to ensure that all photographs are used broadly for general purposes, unless



the photograph is going to be used to illustrate a specific project/ case study/ human interest story to which it relates and must reflect the true circumstances of the people/ activity in the image.

It is important to avoid implying a false statement through use of photography with non-associated subjects to illustrate an issue. For example: if the story refers to a woman who is a survivor of sexual and gender-based violence (GBV) ensure that the accompanying photograph is of that woman featured in the story; for a story about HIV ensure any accompanying images are of individuals who are HIV+ and have given their consent and permission for their story and photograph to be used in this context.

Occasionally we will crop photographs for specific uses such as space restrictions or to emphasize something in the image.

All published images must be credited using the following format: ©IPPF/Photographer name/Country.

Remember: use photography, film and stories with the full understanding, participation and permission of the subjects (or the subjects' parents/ guardians).

Terms of License

When IPPF commissions a photographer to undertake a specified brief, the photos are stored in IPPF's digital asset management system: Asset Bank and remain the property of IPPF.

Copyright of all images is retained by the original photographer - IPPF does **not** own the copyright of any photo. However, the photographer grants IPPF the exclusive license to use and to authorize others within the IPPF Secretariat (CO and ROs) and our Member Associations, to use the photographic material as per the terms of license.

The agreement is solely between IPPF and the Consultant. IPPF agrees not to sell the photographs to a third party, for example the

media or a partner organization. However, occasionally IPPF will seek to place photo and story features with UK and international media and share with donor partners to promote the work of IPPF globally.

Photographs will be used broadly in their original context for a variety of purposes across digital platforms, printed collateral, exhibitions and other promotional materials, media, campaigns (including fundraising and advocacy).

Non-professional photography and footage gathered in the field by staff

IPPF staff, including field staff operating in humanitarian situations, should not gather any photography/ footage without the permission of the commissioning team and the photography subject. Staff will need to use a Model Release Form and follow due diligence around obtaining consent from subjects prior to photographing/ filming them.

All photography must be accompanied by captions, credits and a Model Release Form (this is in addition to the Model Release Forms gathered by the commissioned photographer/ filmmaker) and submitted to the [CO Communications Team](#) for processing and storing on Asset Bank.

IPPF staff should **not** post photography or footage taken while in the field on assignment with IPPF or any Member Association on their personal social media platforms. Do not replicate a commissioned professional photo/ film shoot without permission and post on personal social media platforms.

By doing so IPPF commissioned content becomes readily available for other organizations to access and use at their discretion. The nature of our work can be sensitive and easily misused, which is why it is important that we are conscientious and respectful in the gathering and use of the documentation of our beneficiaries and staff in the field.



Further guidelines on taking and using work-related photographs are available in the [IPPF Social Media Policy](#).

Remember: IPPF has a responsibility to consider the impact our re-use of photography to an external audience may have on those in the photograph.

If you have any questions about Asset Bank, photography and film please contact the Communications Team, London.