



Policy 201910120childrensimages/policy

## **USE OF CHILDRENS IMAGES POLICY**

### **INTRODUCTION**

Bali Children Foundation (BCF) is committed to promoting and protecting the interests and safety of children, and this extends to the use of children's images in marketing and media materials.

### **PURPOSE**

This policy seeks to ensure that images and videos taken within and by BCF are taken and held legally and the required thought is given to safeguarding all members of the community.

### **SCOPE**

- This policy applies to all images, including still and video content taken by BCF or anyone working on behalf of the organisation.
- This policy applies to all Board members, staff, volunteers, contractors and other individuals who work for or provide services on behalf of BCF.

### **POLICY**

- All images taken by BCF are the property of BCF and will be used in a respectful manner.
- Staff will receive information regarding the safe and appropriate use of images as part of their training.
- BCF will take care to ensure local traditions or restrictions for reproduction of personal images are adhered to and considered before photographing or filming a child.
- BCF will obtain informed consent from the child and parent or guardian of the child before photographing or filming a child. An explanation of how the photograph or film will be used should be provided.
- All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- BCF will ensure photographs, films, videos and DVDs present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that might be viewed as sexually suggestive.
- BCF ensures images are honest representations of the context and the facts associated with the work we do.
- Images will not be kept for longer than is to be considered necessary. Photographs are to be permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images are no longer of use.
- BCF images that are taken for marketing and communication purposes will be used in a way that is adequate, appropriate and time limited to what is necessary.
- BCF will use images that are accurate and up to date.

- Out of date images will be disposed of appropriately.
- Any memory stick, CD or storage device containing images of children that is taken offsite for further work will be suitably protected.
- Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
- Children's full names will not be used in published materials.
- Personal addresses, emails, telephone numbers, fax numbers or other unique identifiers will not be used in published materials.
- File labels, meta data or text descriptions must not reveal identifying information a child when sending images electronically or publishing images in any form.

## **CONSENT**

- People must be given the opportunity to decline the use of their image and/or decide what personal information is shared publicly.
- Photographs of children associated with BCF programs will not be taken without the appropriate consent of the person responsible for children's welfare.
- Permission to take and use children's images will be sought on an agreed basis with BCF school partners.

## **USE OF IMAGES OF CHILDREN BY THE MEDIA**

- Where a media photographer is to be invited to celebrate an event, every effort will be made to ensure that the media requirements can be met.
- A written agreement will be sought between persons responsible for the welfare of the children and the media which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
- The identity of any media representative will be verified and access will only be permitted where the event is planned, and where media are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the media under any circumstances.
- Every effort will be made to ensure the media representatives abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

## **USE OF EXTERNAL PHOTOGRAPHERS**

- External photographers who are engaged to record any events will be prepared to work according to the terms of the settings online safety policy.
- Images taken by external photographers will only be used for a specific purpose, subject to consent.
- Photographers will not have unsupervised access to children and young people.

## **RELATED DOCUMENTS**

- Child Safety Policy and Procedures
- Child Safety Code of Conduct
- Code of Conduct

Effective date	March 9 <sup>th</sup> 2020
Next review date	March 9 <sup>th</sup> 2022, or following a reportable incident
Approval	BCF Board