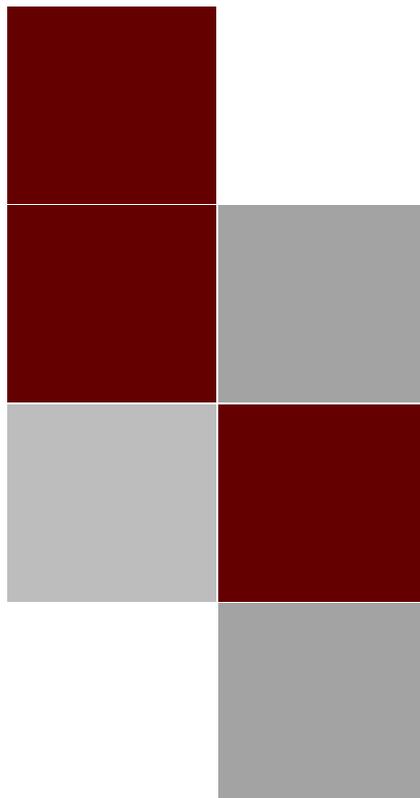




CGIAR

ILRI

INTERNATIONAL  
LIVESTOCK RESEARCH  
INSTITUTE



# ILRI research publishing procedure 10: ethical photography guidelines

February 2018

These guidelines are intended to ensure protection of the rights and dignity of persons whose images are used in ILRI or other publications and materials where ILRI is represented.

The '*ILRI Institutional Research Ethics Committee (IREC) operating guidelines 2014*', in particular '*IREC Guidance for obtaining informed consent for ILRI research activities*', as well as other relevant policies, are incorporated in these photography guidelines by reference.

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# Copyright and ownership of photographs

**ILRI staff and contractors:** ILRI owns the copyright of photos produced by ILRI staff, contractors, hired photographers (work for hire), (NB on a case by case basis e.g. hiring of freelance photographers, joint ownership may be an option so as to reduce the cost of hiring) and has joint copyright ownership with partners in collaborative projects, provided these images were taken in the course of carrying out or documenting official ILRI activities.

**Contracting:** ILRI copyright will be specified and agreed to in writing in photography agreements and contracts with partners, subcontractors, hired photographers and ILRI staff.

**Third-party photos:** Prior to the use or reproduction of photos from third parties, ILRI should ensure the institute has acquired the appropriate consent to publish these images, which include photos from commercial photo libraries, those taken by partner organizations and those taken by ILRI staff while not engaged in ILRI activities.

# General standards of practice for taking photographs

## **A. Photos taken by ILRI staff and affiliates**

Subject to and in compliance with ILRI Institutional Research Ethics Committee (IREC) Operating Guidelines 2014 and 'IREC Guidance for Obtaining Informed Consent for ILRI Research Activities' (draft annexed hereto), ILRI photography will adhere to the following standards:-

1. Comply with local traditions or restrictions when taking photos of people, objects or places.
2. Inquire into national laws related to photography and privacy rights.
3. Gain verbal or written consent (refer to IREC guidelines on consent) before taking photographs.
4. Respect a person's right to refuse to be photographed. If you sense any reluctance or confusion on a person's part, refrain from taking the photo.
5. Do no harm. Individuals or groups may be put at risk of reprisal, violence or rejection in their communities as a result of exposing their identity or personal story through the publication of their image.
6. Do not misrepresent the individual, situation, context or location of the photo.
7. Absolutely no payments or any other form of compensation are to be provided to subjects in exchange for their photo or consent to be photographed.
8. GPS codes identifying specific location of photos and subjects is confidential data that shall not be published along with the photos.

## **B. Photos of issues that are culturally sensitive, politically sensitive or that could lead to social stigmatization**

1. Do not identify individuals. Position the camera so that faces and other unique characteristics cannot be seen.
2. Gain written consent to use real names and locations in situations where disclosure could result in harm. Otherwise, remove detailed personal information such as names and locations in captions or any other associated documentation.
3. Identifiable images of individuals should not be used to illustrate sensitive subject matter in such a way as to indicate that the individual is connected with the issue.

## **C. Photos of people with special needs**

1. Photograph all people with respect and dignity. Special care and compassion must be exercised with vulnerable subjects.
2. Survivors of exploitation and violence—including sexual exploitation and gender-based violence or abuse—are not to be identified as such without prior written consent.
3. An individual's status as a person living with HIV, TB or any other serious health conditions must not be revealed without prior written consent.
4. An individual's engagement in sex work or other socially marginalized or criminal activities must not be identified.
5. Care must be taken in photographing people in times of crisis. Do not exploit an individual's vulnerability at times of trauma or grief.

## **D. Photos of children**

1. Before photographing a child (aged 12 or below), assess and comply with local laws, traditions or restrictions for reproducing personal images and gain consent from the child and the child's parent or guardian.
2. Ensure photos 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 could be seen as sexually suggestive.
3. File labels must not reveal identifying information about a child when sending images electronically.

# Consent<sup>1</sup>

## A. Informed consent

Ideally staff should plan ahead and obtain consent well before conducting photography activities. This includes meetings and conferences organized by ILRI or where ILRI will take photos, verbal consent should be obtained preferably at the opening session. Notices should be posted at the venue requesting 'no objection OR please inform organizers of any objections to photos being taken during the meeting'. This provides opportunities for a two-way communications process, offering beneficiaries the opportunity to seek and gain clarification. All photos used, published or disseminated by ILRI require the informed consent of individuals portrayed. Informed consent ensures respect for the individual's autonomy and privacy; ensures they understand the implications of the photographic work and the purpose and potential use of any photos take; and avoids harming the individual through inappropriate publication of their image or their story.

It should also be clear that consent is purely voluntary with no repercussions for refusal and can be revoked at any time. It is expected that at a minimum any individuals photographed are aware of the possible uses of their images, including publication and dissemination on the Internet, locally, globally, etc.

## B. Written consent

With a view to publication, staff and contractors are required to obtain informed written consent from every individual human photography subject if:

- photographing individuals in the context of culturally sensitive, politically sensitive, taboo or high-stigma issues
- individuals may be put at risk of reprisal, violence or rejection in their communities or authorities as a result of exposing their identity or personal story through photographs, captions or any other associated documentation
- photographing individuals in all clinical settings, e.g. in a hospital, clinic, with midwives/nurses etc. in all private settings, e.g. in a private home, within a classroom AND in circumstances where the photo clearly identifies a child or adult.

It is acknowledged that the requirement for written consent places constraints on certain or most forms and subjects of photography, particularly where language, literacy and cultural barriers exist.

In order to comply with the written consent requirement, it is recommended that:

- consent forms in the local language are prepared
- signed consent forms are kept by the photographer
- an interpreter is engaged and used for extensive photographic shoots to explain and communicate the purpose of the photos and gain informed consent
- a record is kept (e.g. in the form of a log-book or a voice recording) by the photographer if written consent was not gained due to illiteracy but there was verbal agreement.

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<sup>1</sup> Refer also to 'ILRI IREC Guidance for Obtaining Informed Consent for ILRI Research Activities'

## C. Verbal consent

ILRI members and contractors are required to gain verbal consent from all individual human photo subjects. ILRI members and contractors are not required to obtain verbal consent from group human photo subjects in large public gatherings. When gaining verbal consent, you should introduce yourself, be courteous and explain the purpose of your visit and why you wish to take photos. Ask if they agree to this or at the very least smile, nod and point to your camera before taking the photo.

## D. Children and consent

In determining whether a photo of a child should be taken or used by ILRI, the best interests of the child must be paramount.

- Consent must be gained from a parent or guardian before a child's photo is taken or their story recorded AND the child should also have the purpose of the photo/interview explained to them in a manner appropriate to their age, and be asked for their permission.
- Children have the right to be consulted and their wishes respected. Parents are not able to consent to children being photographed or participating in activities that are in breach of child protection rights. Children must be protected from being portrayed in a way that may result in their harm or discrimination.
- Guardians must be present if a child is to be interviewed and this must be done in a sensitive manner. Child survivors of gender-based violence, abuse or exploitation must not be interviewed by persons untrained in psycho-social counselling.

## E. Quick guide to consent

Consent not needed	Obtain verbal consent	Written consent required
<ul style="list-style-type: none"> <li>○ Individuals whose identity is not recognizable (face and identifying features are obscured) when in a public space.</li> <li>○ Public figures in public spaces (note in some countries consent is required).</li> <li>○ Large crowds in public spaces.</li> </ul>	<ul style="list-style-type: none"> <li>○ All individuals in other settings.</li> <li>○ Children and parents, guardians or teachers of children.</li> <li>○ Directors/managers of projects and beneficiaries.</li> </ul>	<ul style="list-style-type: none"> <li>○ Any recognizable individual of any age portrayed in a sensitive context and for whom private or personal information is revealed in the photo or accompanying caption/story. The sensitive context might include their health status, behaviour or activities, employment, personal history, status as a survivor or perpetrator of gender-based violence</li> <li>○ Individuals and small groups in clinical or education settings.</li> <li>○ Survivors of exploitation and abuse, including sexual exploitation and gender-based violence</li> <li>○ Individuals living with HIV/AIDS, TB or other medical conditions.</li> <li>○ Patients and doctors in clinics, hospitals or care settings.</li> <li>○ Persons engaged in politically sensitive or socially marginalized activities.</li> <li>○ Persons located in areas or undertaking activities for which they could reasonably expect privacy <i>e.g. washing or cooking, child care.</i></li> </ul>

## **F. Ethical use of photography**

Ethical use of photos includes ensuring accuracy in captioning, attribution and used in the correct context.

1. Any photos of activities or programs carried out by other organizations are to be attributed to those organizations alongside ILRI, even if implementing programs on behalf of ILRI.
2. The value and importance of using a photo should be weighed against regard for the photographic subjects' privacy, reputation and integrity.
3. Ensure photos and captions used to illustrate or support written materials are factual and in keeping with the context of the story. It is inappropriate to use images in a 'generic' fashion to illustrate subject matter when there is no connection between the image and the content of the material illustrated.
4. No photo of a recognizable individual(s) is to be falsely captioned or used in such a way as to imply information about that person e.g. using a general image of a woman to illustrate an article or report about violence against women.
5. Use disclosures where there is the risk of misunderstanding, e.g. 'The photos in this material are used for illustrative purposes only; they do not imply X on the part of any person who appears in the photos'.
6. Care needs to be taken not to stereotype certain groups, e.g. beware of the repeated use of images of particular ethnic groups, nationalities or genders when illustrating particular issues.
7. Photos must not be edited to unreasonably distort the image or context.
8. If photos are edited to protect identities, this must be noted and explained in the caption.
9. Photos of individuals should illustrate autonomy and dignity of person.
10. Photos should support an accurate and balanced understanding of the research project. Images should not be used to make overly negative statements or to romanticize complex development issues.
11. Photos of nationals from one country must not be used to represent nationals from another country.
12. ALWAYS attribute the source of photographs (e.g. Flickr, etc.) regardless of the format of your materials, including when presenting them in slide presentations.

# Annex I: IREC guidance for obtaining informed consent for ILRI research activities

The ILRI IREC requires investigators to obtain informed consent from each prospective study participant in a research activity. In the case of children aged 12 years or younger, consent should be sought from their parents/guardians.

## Elements of informed consent

The contents of informed consent should follow the guidance provided by the World Medical Association Declaration of Helsinki—Ethical Principles for Medical Research Involving Human Subjects (<http://www.wma.net/en/30publications/10policies/b3/>). In summary, informed consent should provide the following:

1. The aims of the study and the methods to be used
2. The sources of funding of the research and possible conflicts of interest
3. The institutional affiliations of the researcher
4. The anticipated benefits and potential risks of participating in the study
5. The discomfort such participation may entail/the time it will take
6. Any post-study provisions
7. The right to abstain from participating, or to withdraw from it at any time, without reprisals

Additionally, it is recommended that the informed consent process include the following:

1. The opportunity to ask questions
2. The ways in which the study and its results will be reported and shared
3. The names and contacts of persons to report any concerns about the study, i.e. someone from the research team and someone from the ethics committee
4. Assurance and provision of the confidentiality and privacy of the research subjects and their personal information

## Consent from minors

- Where a proposed participant is a minor (aged thirteen (13) to seventeen (17) years) who is possessed of sufficient understanding to grant informed consent but is precluded from granting such consent solely on the grounds of age, the principal investigator may obtain written assent from the minor in addition to obtaining permission from a parent, guardian or any person in loco parentis.
- A mature minor is any individual less than eighteen (18) years of age who is married, pregnant, a mother or a household head. A mature minor is permitted to give consent for him/herself and for their child/children but is not allowed to provide consent for a sibling.
- Consent from communities including pastoral communities and other marginalized communities to be discussed and included by IREC: When a research group begins to work with a certain community, relevant members of that community sign consent forms. Any photography by researchers over the duration of the project should be part of that consent form. And that photography consent form will be more rigorous than that used outside of particular research projects.

## Documentation of consent

- Informed consent must be documented by use of written or oral (witnessed and formally documented) approved consent unless a waiver is issued subject to the conditions that the;
  - signed consent is the only record linking the study participant to the research and is the primary risk of breach of confidentiality by the research
  - proposed plan for the protection of privacy is adequate
  - waiver will not affect the rights and welfare of the research participants
  - research participants will be given additional pertinent information after their participation
  - research presents no more than minimal risk and involves procedures for which consent would not normally be obtained outside the research context
- The consent form must be signed and dated by the research participant or research participant's legally authorized representative at the time of consent
- A copy of the signed and dated consent form should be given to the person(s) signing the consent form
- Documentation of consent, especially an individual's signature, should be kept separate from research tools (e.g. survey questionnaires) so as to preserve the anonymity of participants.

## Types of consent (To be completed)

*Written: signature/fingerprint*

*Verbal*

*Translation*

- All consent documents should be translated into relevant local dialects, either as a written document or at the time of administration of consent, by enumerators fluent in local languages and trained in the administration of consent forms.
- Points to note when planning and conducting informed consent:
  - Does the participant have the ability to exercise their right to autonomy\*?
  - Is a once-off signing of a form enough?
  - Has the participant comprehended what is involved in the study?—Assess the level of comprehension and engagement, provide feedback and talk through any misunderstandings

\*Belmont Report (1974): 'An autonomous person is an individual capable of deliberation about personal goals and of acting under the direction of such deliberation.'

# Annex II: ILRI consent forms

## ILRI consent form: Photography/video/audio use for human subjects

The International Livestock Research Institute (ILRI) works with partners worldwide to enhance the roles that livestock play in food security and poverty alleviation, principally in Africa and Asia and is a [CGIAR Research Centre](#).

As part of [xxxxx] research project, we will be taking [photographs/videos/audio recordings] of you during your participation in the project. Please indicate what uses of this [photograph/video/audio] you are willing to consent to by initialling below. You are free to initial any number of spaces from none to all of them, and your response will in no way affect your credit for participating. We will only use the [photograph/video/audio] in ways that you agree to. In any use of this [photograph/videotape/audiotape], your name would not be identified. If you do not initial any of the spaces below, the [photograph/videotape/audiotape] will be destroyed.

Please indicate the type of informed consent

**Photograph**       **Videotape**       **Audiotape**

### Individual

I give my written consent to ILRI or individuals acting on ILRI's behalf to take publish and disseminate film/ photographs/ audio recordings of me on the understanding that:

- this information will be used in communications, media, advertising, publications, educational material and/or public awareness activities (including newspapers, magazines, books, television, radio, the Internet, leaflets and letters) to promote issues pertinent to the ILRI mission.
- film, photographs, audio recordings or images of me may be published on ILRI and partner websites and remain there for an indefinite number of years.
- other organisations, such as the media, may have access and use film, photographs, audio recordings or images via links on ILRI and partner websites (in accordance with [creative common licence 3.0](#)).
- I will inform ILRI prior to taking my photograph/video/audio recording, of any political and cultural sensitive, taboo or high stigma issues that may arise as a result of these activities.
- information identifying me or my location will not be published (distributed to third parties) by ILRI without my prior consent.
- giving my consent to the publication of these materials will not lead to me receiving any monies or gifts now or in the future.
- I can ask ILRI to remove all or part of the photograph/videotape/audiotape at any time by contacting them on XXXX and ILRI will comply as soon as reasonably possible.

**First name:**

**Surname:**

**Email:**

**Telephone:**

Do you agree to allow ILRI to use your first name?

YES

NO

I have read the above description and give my consent for the use of the photograph/video/audio as indicated above.

**Signature/initial:** \_\_\_\_\_

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

## ILRI consent form: Photography/video/audio use for human subjects

*[Where the subject is a minor- under 18 years of age]*

The International Livestock Research Institute (ILRI) works with partners worldwide to enhance the roles that livestock play in food security and poverty alleviation, principally in Africa and Asia and is a [CGIAR Research Centre](#).

As part of [xxxxx] research project, we will be taking [photographs/videos/audio recordings] of you during your participation in the project. Please indicate what uses of this [photograph/video/audio] you are willing to consent to by initialing below. You are free to initial any number of spaces from none to all of them, and your response will in no way affect your credit for participating. We will only use the [photograph/video/audio] in ways that you agree to. In any use of this [photograph/videotape/audiotape], your name would not be identified. If you do not initial any of the spaces below, the [photograph/videotape/audiotape] will be destroyed.

Please indicate the type of informed consent

**Photograph**     **Videotape**     **Audiotape**

I give my consent to ILRI or individuals acting on ILRI's behalf to take, publish and disseminate the film/ photographs/ audio recordings of the minor in my custody on the understanding that:-

- this information will be used in communications, media, advertising, publications, educational material and/or public awareness activities (including newspapers, magazines, books, television, radio, the Internet, leaflets and letters) to promote issues pertinent to the ILRI mission.
- film, photographs, audio recordings or images of my child (or the child in my legal custody) will be available on ILRI websites and may remain there for an indefinite number of years.
- other organisations, such as the media, may have access and use film, photographs, audio recordings or images via links on ILRI and partner websites (in accordance with [creative common licence 3.0](#)).
- I will inform ILRI prior to taking my photograph/video/audio recordings of any political and cultural sensitive, taboo or high stigma issues that may arise as a result of these activities
- On the assumption that information which identifies my child or location (or the child in my legal custody) will not be published by ILRI without my prior consent.
- I can ask ILRI to remove all or part of the photograph/videotape/audiotape at any time by contacting them on XXXX and they will comply as soon as reasonably possible.

### **Parent or legal guardian**

**First name:**

**Surname:**

**Relationship to the child:**

**Email:**

**Telephone:**

I hereby declare that I have the legal responsibility for the aforementioned minor. I have read the above description and give consent for the use of the photograph/video/audio as indicated above on behalf of him/her.

**Signature/Initial:** \_\_\_\_\_

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