



**ETHICS IN
AUDIOVISUAL AND
THE IMPORTANCE
OR CONSENT FORMS
FOR THE PEOPLE
INVOLVED**



ICRC



IFRC



ETHICS IN AUDIOVISUAL AND THE IMPORTANCE OF CONSENT FORMS FOR THE PEOPLE INVOLVED.

Never assume you have the right to take a photo, video or audio. You don't. Always ask for permission first.

WHAT IS INFORMED CONSENT?

Informed consent is when people allow us to approach them for interviews to gather information, take their photos, videos, etc.

Our duty is to inform them clearly how we will use their information and images, so they can agree or disagree in participating. This is not only an ethical necessity, but it also provides legal protection to all stakeholders, including your National Society.

HOW TO GET CONSENT WHILE GATHERING CONTENT/STORIES



Ask if it is okay to take a person's pictures.



Ask if it is okay to publish the pictures. Be aware that people don't always understand what this means. So, try to be as specific as possible. Sometimes, it is better to rephrase the question: "if this was published on social media, a website or a poster, would you be okay with that?"



Be aware that people don't always consider the impact of consent. Ask: Would it be ok if a media outlet use this photo to tell what activities the Red Cross or Red Crescent is doing in your community?



If the subject says it is not okay, offer to take the photo without their face or identifying characteristics, and even propose to use a pseudonym when publishing the photo, so his or her identity is not revealed.



Share your contact details, so they can retract their consent if they wish.



Let them know that whether they agree or not, it won't affect the support they receive from the Red Cross or Red Crescent. If the picture addresses a sensitive topic: Stage the scenarios they want to show through photography. This can be a good option if the topic they want to capture is sensitive.



If you are still entirely unable to take the photo, you can encourage the subject to draw the situation and take a picture of the drawing.



If the person you are photographing is a child, consent is ALWAYS needed from the parents or legal guardian. Even if the child is only in the background, as long as his/her face is recognisable, you need consent.

WHAT HAPPENS IF YOU DON'T TAKE INFORMED CONSENT?

It is ethically wrong, but the information you spend so much time collecting also cannot be used by anyone.

QUICK CHECKLIST TO TAKE CONSENT:

Consent not needed	Consent needed
Non-recognisable individuals in public (faces and all other identifying features cannot be identified)	All recognisable individuals
Public figures in public (e.g. officials, celebrities, government at Conferences or launches).	Recognisable providers and clientes in clinical settings.
Crowds in public (e.g. an audience at outdoor concert).	<p>Recognisable or non-recognisable individuals in any setting where personal, private information is exposed in the photo or documented in the corresponding caption, such as:</p> <ul style="list-style-type: none"> Helath status (e.g. persons living with AIDS, TB, etc.). Health behaviour (e.g. sex wor, sexual orientation, alcohol and drug use, medicine use, female genital mutilation, etc.). Criminal behaviour (e.g. perpetrator or victim of gender based violence, etc.).
	Recognisable minor (under 18)



KEY RULES:

Always refer to our Fundamental Principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality. Thinking about them will give you a good rule of thumb whether it's right or wrong to take a photo or video:



The dignity and rights of every person are to be respected in every circumstance.



Never portray people in a degrading situation or situations that could put them at risk of retribution or stigmatization. Instead, Empower the people we support, depict them with warmth and compassion. Be careful not to represent them as dependent, and maintain their dignity, even when reflecting the extreme severity of the situation.



Be honest. Seek the truth. Be ethical.



Seek pictures that tell the story you see, not merely what you're assigned or expect.



IFRC needs natural, dynamic and full-of-character photos.



Establish a relationship before you start taking photos.



When approaching subjects in the field, introduce yourself briefly, be polite and explain the purpose of your visit or the reason for taking photographs. If you sense any reluctance, confusion, or disdain, refrain from taking the photo.



Respect a person's right to refuse to be photographed.



Understand that your actions can affect the entire International Red Cross and Red Crescent Movement. A single image can jeopardize our reputation, our effectiveness, our access and our right to assist.



We need solution-orientated images that feature service delivery and that show caring and compassion.



We need images that convey the emotions we experience when on assignment.

OTHER USEFUL RESOURCES

To learn more about our code of ethics and Photo/Audiovisual Guidelines, please visit:

- IFRC Photo Guidelines
- IFRC Code of Conduct
- ICRC Photo Guidelines (useful for conflict affected areas)