



# Ethical Image Use Policy

Policy and Guidelines for Ethical Image Production & Use

**Version 1**

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## Introduction

Equality Myanmar's purpose is to empower people in Myanmar to engage in social transformation and promote a culture of rights for all. For that reason, images play an important role in telling the story of our work and inspiring others.

However, the way we take and use images is important as well. Our images and video are an expression of our belief that all people have equal human rights and dignity. All individuals should be shown in a dignified way. This is particularly important for individuals who may face discrimination or exclusion. This may include, but is not limited to, older people, persons in economically challenged situations, persons with ill health, women, persons with disabilities, LGBT persons, children, and ethnic and religious minorities.

To this end, EQMM's Ethical Image Policy both considers and affirms our values of respect, accountability, and integrity with regards to taking and using images.

- **Respect** – We treat everyone with dignity and respect, and we stand up for the rights of all people.
- **Accountability** – We are accountable to our beneficiaries, partners, staff, and society.
- **Integrity** – We act with honesty and our actions are consistent with openness, equality, and human rights.

Anyone gathering or using images on behalf of Equality Myanmar, must read the policy before carrying out their work. Anyone commissioning a photographer or filmmaker or travelling with supporters taking images is responsible for ensuring that our ethical standard is adhered to.

## Guidelines

The following guidelines describe our ethical standards for taking images or using images gathered by EQMM. These standards apply equally to all people.

### 1. Provide clear information about why we take photos

- Simply asking 'Can I take your photo?' is not enough. We must explain that images we collect are used to:
  - Report about our activity to our donors and the public
  - Could be used online, such as on social media

- Could be used for fundraising for human rights activities

## 2. Obtain consent after informing participants

- Ideally, there should be a dialogue with the person or group about their representation. People should be comfortable with the process and happy for their images to be taken and used.
- Verbal consent is considered sufficient.
- For anyone under age 18, consent should be sought from someone with parental responsibility.

## 3. Respect peoples' rights to not have their image taken or used externally

- We must explain that it is a person's right to refuse to have their image taken. In some cases, a participant could consent to their photo taken but not to be used for public reports. This request must be recorded so that it can be respected.
- People may feel like they are unable to refuse to have their image taken, in case it may exclude their participation or benefit from the activity or project. Therefore, extra care should be taken to ensure they understand that not consenting will not negatively impact project work or their eligibility to participate.

## 4. Use photos responsibly

- We will only use images of people who've given their consent.
- We will only use images that represent people with respect and dignity.
- We will not use images or accompanying details that potentially stereotype, discriminate against people, or compromise a person's safety.
- We will use the correct names and details of people, when providing information about the images.
- We will not use digital editing to alter the context or essential facts about an image, unless it is understood to be for educational or creative purposes. For reports, digital editing will only be used to make images clearer for the audience.
- We will remove images from our publications if they are found to violate our policy.
- EQMM will only consent to the use of its images to third parties, such as donors or media organizations, if they will use them to raise awareness of EQMM's work, and the human rights situation in Myanmar.