

## General Guidelines

UNAIDS requires its photographers to obtain the consent of individuals to be photographed or videotaped whenever this is possible, and considered necessary as described below. This is particularly important when sensitive, personal, private information is revealed in the photo or corresponding caption (e.g. HIV status).

When photographing or videotaping a minor (under 18), the consent should be obtained from the parent or other legal representative of this minor. Whenever this is possible, the photographer or videographer should obtain a signed release form and send the original signed form to the UNAIDS Secretariat in Geneva<sup>1</sup>.

Consent not needed	Obtain consent whenever possible	
	General	Particular care required
Non-recognizable individuals in public (faces and all other identifying features are obscured), except as otherwise provided in this chart.	All recognizable individuals in all settings	Recognizable providers and clients in <b>clinical settings</b> .
Public figures in public (e.g. celebrities, government officials at conferences or launches).		Recognizable or non-recognizable individuals in any setting where <b>personal, private information</b> is exposed in the photo or documented in the corresponding caption, such as:  <u>Health status</u> (e.g. HIV-positive persons, persons living with AIDS/STIs, abortion history, TB, etc.)  <u>Health behaviour</u> (e.g. sex work, sexual orientation, alcohol and drug use, contraceptive use, female genital cutting, etc.)  <u>Criminal behaviour</u> (e.g. perpetrator or victim of gender-based violence, etc.)
Crowds in public (e.g. an audience at outdoor concert).	Directors/Managers of clinics or other service programs.	

*Continued overleaf*

## Guidelines for Obtaining Consent

<sup>1</sup> **Please return all completed photograph consent forms to:**

Manuel da Quinta  
 Photo library, UNAIDS Secretariat, 20 avenue Appia, CH-1211 Geneva 27, Switzerland.  
 Telephone: +41 (0)22 791 4308  
 Fax: +41 (0)22 791 7898  
 Email: Photolibrary@UNAIDS.org

## Obtaining Consent

When possible, establish a relationship before you start taking photos. When you approach photo subjects in the field, briefly introduce yourself, be courteous, and explain the purpose of your visit or the reason you want to take photos. In clinical contexts, speak with clinical director before you begin photographing health workers or clients (asking also their permission to be photographed).

e.g. *"I am taking photos for UNAIDS. Do I have your permission to take your photo? If you don't speak the same language, communicate with your body language. At the very least, smile, nod, and point to your camera before shooting. If you sense any reluctance, confusion, or disdain, refrain from taking the photo. Respect a person's right to refuse to be photographed.*

If you are travelling with someone who speaks the local language, ask him or her to translate your request for consent.

Identify an adult who is legally authorized give you consent on behalf of children.

## Written Consent

Obtaining written consent is not possible in all circumstances. Furthermore, written documents may have little or no meaning to people who speak a different language, people of low literacy, and people who live in cultures where photography or publications are not common. Therefore, UNAIDS requires its photographers to:

Prepare consent forms ahead of time in the local language of the area they will be visiting.

If you are unable to prepare written consent forms in the local language, orally translate the consent form to your photo subjects. Use an interpreter if necessary.

## Guidelines for Protecting Privacy

UNAIDS requires its photographers, editors, or graphic designers to take steps beyond informed consent to protect the privacy of human photo subjects.

e.g. Avoid using images of identifiable clients in clinics. When photographing a counselling session, position yourself so that you see the back of the client's head.

**Remember:** Photographing and using photos of vulnerable populations requires extreme care and sensitivity. To protect the identity of individuals who may be put at risk of reprisal or rejection in their communities as a result of allowing their picture to be taken and agreeing to tell their story, it may be necessary to make sure that they cannot be identified and leave out personal information such as names.

## Guidelines for Protecting Children

UNICEF has developed principles to assist journalists as they report on issues affecting children. They are offered as guidelines that UNICEF believes will help media to cover children in an age-appropriate and sensitive manner. The guidelines are meant to support the best intentions of ethical reporters: serving the public interest without compromising the rights of children.

We suggest that you also familiarize yourself with these important principles for ethical reporting on children: [http://www.unicef.org/media/media\\_tools\\_guidelines.html](http://www.unicef.org/media/media_tools_guidelines.html)