

Print the Love Ethical Image Protection Policy

Print the Love's mission is to celebrate the value and dignity of individuals in under-resourced communities through the gift of an instant photograph. We strive to help every person on earth feel loved, valued, and celebrated even amidst life's most difficult trials, and to provide access to photographs of families, friends, and life's most cherished memories and milestones. Notwithstanding, taking pictures can cause harm if not carried out to a high ethical standard and can cause offense if they are intrusive or inappropriate. Moreover, inappropriate use or alteration of photographs is counter-productive and fails to protect the dignity of the person(s) photographed.

Code of Behavior for Print the Love Staff and Volunteers General:

All volunteers and staff shall read, acknowledge, and adhere to this policy.

Violation of any aspect of this policy may result in being prohibited from participating in any future Print the Love trip, program, or event.

All volunteers and staff shall treat each person they photograph with respect and dignity.

Consent:

Whenever possible, Print the Love staff shall contact a community or organization in advance and explain its mission, intent to photograph, intended use of the photographs, and discuss any concerns.

Prior to taking a picture of an individual that includes any identifying feature, all volunteers and staff shall seek that individual's consent. If a physical or digital copy of the photograph is to be retained, the photographer must clearly explain the intended use of the photograph, and gain specific consent to retain it.

For anyone under 18 years of age, consent should be sought from whoever has parental responsibility.

When possible, consent should be obtained in a person's native language through the use of an interpreter.

If an interpreter is not available, and a copy of the photograph shall not be retained, it may be appropriate to obtain consent through gesturing the intent to take a person's photograph and using body language to inquire if that person agrees.

If a person declines to grant consent, a photograph shall not be taken. If a person declines to grant consent to permitting retention of a physical or digital copy of the photograph, no physical or digital copy shall be retained.

It is important to be aware that the power dynamic between the photographer and the person to be photographed is typically unequal. It is imperative not to pressure a person to grant consent to be photographed, or to imply in any way that the photograph is tied to any positive or negative outcome.

Alternation:

Care should be taken to ensure the accuracy of all images taken. To this end, while it may be

appropriate to remove red eye from a particular photograph, color alternation, cropping, or any other enhancement that alters the reality of the photograph should be avoided.

Personal Use:

In general, the instant photos of individuals taken during Print the Love trips are not intended for volunteers' personal use. They are to be given directly to the person or persons photographed. To the extent additional photographs exist, including digital versions, those copies may be retained with the express consent of the person photographed, provided they are not shared on social media, or otherwise publicized. Photos that do not contain identifying features may be shared on social media upon approval of Print the Love staff.

If express consent has been given to retain photos for personal use, volunteers may display the photos in their home.

If express consent has been given to retain photos for personal use, volunteers may show the photos to family and friends; however, they should not make or provide additional copies of the photos.

Commercial Use:

Commercial use or monetization of any photo taken during a Print the Love is strictly prohibited.

Use by Print the Love:

If express consent has been given, Print the Love may use images obtained during Print the Love trips or events on its website to promote and celebrate the dignity of the individuals it encounters.

Acknowledgment:

I, _____, have read, understand, and agree to abide by the **Print the Love Ethical Image Policy**.

Signature

Date

Updated: September 2020