

<b>Title:</b>	<b>Policy on Content Gathering, Storage and Use</b>
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<b>Policy statement:</b>	<p><b>1. Scope</b>  This policy and its related procedures apply to all Tearfund content gathered, and resources generated from 1st June 2021 (including images, footage and items produced from them), regardless of who creates it, its format, and where and how it is used.</p> <p>These standards set out what is expected of everyone producing or presenting content for Tearfund. Some of these are based upon industry best practice and some on legal grounds.</p> <p><b>2. Requirements</b>  All Tearfund staff, consultants, contractors and volunteers involved in gathering content for Tearfund use, or on trips arranged by Tearfund, must read this policy, and be familiar with the sections which relate to their activity, as should anyone storing or using the content.</p> <p>Any deliberate or careless failure to adhere to this policy risks damaging Tearfund's reputation and possibly also causing harm to those we serve. It would therefore be treated under Tearfund's Personal Conduct Policy.</p> <p>Wherever content gathering activities are commissioned, the relevant Director is responsible for ensuring that this policy is provided to staff and any consultants/contractors involved, and that the policy is adhered to.</p> <p>We recognise that gathering communication content in complex contexts can be difficult. Should there be a request for an exception to this policy, this must be put in writing and signed off in advance by</p> <ul style="list-style-type: none"> <li>● Tearfund's Safeguarding Advisor</li> <li style="text-align: center;"><b>and</b></li> <li>● The Global Fundraising Director</li> </ul> <p>A copy of the Policy Exception Agreement should be sent to <a href="mailto:image.library@tearfund.org">image.library@tearfund.org</a> for secure archiving.</p> <p><b>3. Specific standards</b>  In our dealings with participants, their welfare must be our paramount consideration. This means that their best interests, dignity and safety must take priority over any editorial or organisational requirement.</p> <p>The following summaries set out an overview of the standards contained in this policy's supporting procedural documents:</p>
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- **Data protection**
  - All content should be stored securely, and that which constitutes personal data is subject to additional safeguards, in line with our Data Protection Policy.
  - The outworking of Tearfund’s Data Protection Policy in relation to still images is set out in the Image Library document, ‘Procedures relating to data protection’.
  
- **Ethical and technical standards**
  - In line with our Risk Appetite Statement, we recognise and appreciate the value and dignity of each person and community we represent. Therefore we put their well-being before other considerations.
  - Those planning and coordinating content gathering activities are responsible for ensuring that all necessary safety and security checks have been made and reviewed.
  - When gathering, storing and using content we work hard to protect the safety, security and rights of those we interact with, in line with our Safeguarding Policy.
  - We should always act in line with our values:
    - We respect the dignity of participants, both in how we gather content, and in how that content is stored and used.
    - We aim to provide a balanced portrayal of life in communities around the world.
    - We use content truthfully.
    - We maintain high standards of taste and decency consistent with our values and those of our supporters.
  - We recognise that a power imbalance often exists when gathering content in relief and development situations. We must do what we reasonably can to mitigate this, to ensure fair treatment of participants.
  - We always aim for the highest technical standards.
  - We respect the views and expertise of our local staff and partners around the world.
  - We respect the legal and moral rights of the copyright holders to have their content credited, both for print and online use.
  
- **Participant identification**
  - To protect vulnerable individuals, anyone gathering content for Tearfund use, or on Tearfund trips, must follow Tearfund’s procedures relating to participant identification.
  
- **Consent**
  - As the majority of participants could be considered vulnerable due to their circumstances, it’s strongly recommended that a record of informed consent is gathered as a matter of course.
  - All those obtaining consent and gathering content for Tearfund use, or on Tearfund trips, must do so in line with Tearfund’s procedures relating to consent.

	<ul style="list-style-type: none"> <li>● We recognise that legal standards in relation to the age of consent, and to data protection, may differ from country to country. Some countries may have legal requirements or standards which are higher or more stringent than those in the UK. In such cases Tearfund staff should be guided by the relevant Country Director regarding what is necessary and advisable.</li> </ul> <ul style="list-style-type: none"> <li>- <b>Working with under-18s</b> <ul style="list-style-type: none"> <li>● We must take care that the information we disclose about those under 18 does not put them at risk.</li> </ul> </li> <li>- <b>Working with third parties</b> <ul style="list-style-type: none"> <li>● All third parties working with Tearfund in relation to content gathering, storage and use, must abide by Tearfund’s procedures relating to working with third parties, as well as with the terms of the specific agreements and contracts they have signed.</li> </ul> </li> </ul> <p><b>Training and Assurance</b> Staff will be responsible for reading and adhering to the policy. A copy of the policy and relevant guidance and procedures should be made available to anyone representing Tearfund (including volunteers, consultants, suppliers and freelancers) whose role may include the gathering, storage or use of content. This should be provided by either the line manager or by the person engaging the consultant, supplier or freelancer.</p> <p><b>Updates</b> Any changes to this policy or associated procedures will be signposted on the Corporate Hub.</p> <p>It remains the responsibility of each person involved in content gathering to ensure that they have checked the latest information before undertaking their assignment.</p> <p>This policy is reviewed every three years or as required.</p>
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<p><b>Procedures and other policies related to this policy</b></p>	<p>The procedural documents listed below detail how this policy should be outworked, and they are regularly reviewed and approved concurrently with this policy.</p> <p>The <a href="#">Policy &amp; Procedures page of the Image Library Hub</a> includes links to the following documents:</p> <p><b>Policies:</b></p> <ul style="list-style-type: none"> <li>● Tearfund’s <a href="#">Data Protection Policy</a></li> <li>● Tearfund’s <a href="#">Safeguarding Policy</a></li> </ul>
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	<p><b>Procedures relating to:</b></p> <ul style="list-style-type: none"> <li>● Data protection</li> <li>● Ethical and technical standards</li> <li>● Content regarding Sexual and Gender-Based Violence (SGBV)</li> <li>● Content gathering in public places and at organised events</li> <li>● Participant identification</li> <li>● Consent</li> <li>● Working with under-18s</li> <li>● Working with third parties</li> </ul>
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<b>Why the policy is needed:</b>	We want to ensure that we are adhering to relevant legislation and best practice in how we gather, store and use content. This is an outworking of our desire for both spiritual passion and professional excellence in all that we do.
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<b>Who must follow this policy:</b>	Tearfund staff, consultants, contractors and volunteers
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<b>Keywords:</b>	Content, images, photographs, video, audio, stories, data
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<b>Person responsible:</b>	Director of Global Fundraising Group
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<b>Version:</b>	Approved; June 2021
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<b>Approved by:</b>	Jane Pleace
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<b>Approval date:</b>	24.06.2021
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<b>Next formal review:</b>	24.06.2024
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