

<p><b>Policy statement</b></p>	<p><b>1. Scope</b></p> <p>This policy and its related procedures apply to all Tearfund promotional and fundraising content gathered, and resources generated from 12th June 2024 (including images, footage, interviews, stories, and items produced from them), regardless of who creates it, its format, and where and how it is used. The exception to this is where content is gathered purely as part of programme delivery (for example, using photovoice, participatory video or community dialogues, to foster reflection and change). The nature of that content requires more complex ethical standards set out in each country’s compliance and safety and security policies.</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></p> <p>All Tearfund staff, consultants, contractors and volunteers involved in gathering content for Tearfund’s 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 <a href="#">Personal Conduct Policy</a>.</p> <p>Wherever content gathering activities are commissioned and/or undertaken by or on behalf of Tearfund, the relevant director is responsible for ensuring that this policy is provided to all staff, volunteers, partners, consultants, suppliers and freelance staff, and any consultants/contractors involved, and that the policy be adhered to. This is outlined in <a href="#">Tearfund’s Content Gathering Process</a>.</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><b>and</b></li> <li>● The Global Fundraising and Communications Director</li> </ul> <p>A copy of the Policy Exception Agreement should be sent to <b>Content Library</b> for secure archiving.</p> <p><b>3. Specific standards</b></p> <p>In our dealings with participants, their welfare must be of paramount consideration. This means that their best interests, dignity and safety must take priority over any editorial or organisational requirement.</p>
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The following summaries set out an overview of the standards contained in this policy's supporting procedural documents:

- Tearfund recognises that each person has been created in the image of God, and as such is of inherent value, and worthy of dignity. We reflect this by putting their well-being before other considerations, and working hard to protect the safety, security and rights of those we interact with, in line with our [Safeguarding Policy](#).
- Tearfund's procedures relating to [how we work with under 18s](#) and [how we deal with content regarding sexual and gender-based violence \(SGBV\)](#) must be adhered to when gathering, storing and using content from individuals or groups that fall within these categories, or that cover these topics, so that we do not disclose information about them which could put them at risk.
- To protect individuals, groups and communities, anyone gathering content for Tearfund use, or on Tearfund trips, must follow [Tearfund's procedures relating to participant identification](#).
- All those gathering content for Tearfund's use, or while on Tearfund trips, must do so in line with [Tearfund's procedures relating to participant consent](#) and [Tearfund's Content Gathering Process](#). Specific regional communications guidelines and policies are outlined in [Tearfund's Regional Communication Guidelines](#).
- Those planning and coordinating content gathering activities are responsible for ensuring that all necessary safety and security checks have been made and reviewed in advance.
- We respect the views and expertise of our local staff and partners around the world.
- 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 the fair treatment of all participants.
- We should always act in line with our values, and in accordance with Tearfund's procedures relating to [ethical and technical standards](#) for content gathering, storage and use.
- All third parties working with Tearfund, in relation to content gathering, storage and use, must abide by [Tearfund's procedures regarding working with third parties](#), and comply with the terms of the specific agreements and contracts they have signed. [Tearfund's content gathering process outlines specific guidance for working with local freelancers](#).
- Tearfund adheres to set [procedures relating to third party photographers and libraries](#), to respect the legal and moral rights of copyright holders to

	<p>have their content credited, both for print and online use. Freelancers' captioning responsibilities are also set out there, and guidance provided.</p> <ul style="list-style-type: none"> <li>• All content should be stored securely, and that which constitutes personal data is subject to additional safeguards, in line with our <a href="#">Data Protection Policy</a>.</li> <li>• The outworking of Tearfund's Data Protection Policy in relation to content gathering, storage and use is set out in the Content Library's <a href="#">procedures relating to data protection</a>.</li> <li>• All content gathered for use in Tearfund publications should be contributed to the Content Library, for potential inclusion.</li> </ul> <p><b>Training and assurance</b></p> <p>Staff will be responsible for reading and adhering to the policy. Staff are encouraged to participate in content gathering workshops and related training to have a better understanding of Tearfund's policy on content gathering and use. A copy of the policy and relevant guidance and procedures should be made available to anyone representing Tearfund (including staff, volunteers, partners, 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 the person engaging the volunteer, partner, consultant, supplier or freelancer.</p> <p><b>Updates</b></p> <p>Any changes to this policy or associated procedures will be signposted on the <a href="#">Corporate Hub</a>.</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>
<p><b>Procedures which relate to this policy</b></p>	<p><b>Policies:</b></p> <ul style="list-style-type: none"> <li>• Tearfund's <a href="#">Personal Conduct Policy</a></li> <li>• Tearfund's <a href="#">Data Protection Policy</a></li> <li>• Tearfund's <a href="#">Safeguarding Policy</a></li> </ul> <p><b><u>Procedural documents:</u></b></p> <p>These detail how this policy should be outworked, and are regularly reviewed concurrently with this policy:</p> <ul style="list-style-type: none"> <li>• <a href="#">Ethical and technical standards</a></li> <li>• <a href="#">Participant identification</a></li> <li>• <a href="#">Participant consent</a></li> <li>• <a href="#">Working with under 18s</a></li> <li>• <a href="#">Content regarding Sexual and Gender-Based Violence (SGBV)</a></li> <li>• <a href="#">Working with third parties</a></li> <li>• <a href="#">Working with third party photographers and image libraries</a></li> <li>• <a href="#">Data protection</a></li> <li>• <a href="#">Content gathering process</a></li> </ul>

<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.
<b>Who must follow this policy:</b>	Tearfund staff, volunteers, partners, consultants, suppliers, freelancers
<b>Keywords:</b>	Content, images, photographs, video, audio, stories, data
<b>Person responsible</b>	Global Fundraising and Communications Director
<b>Version:</b>	Final
<b>Approved by:</b>	Supporter Engagement and Fundraising Committee
<b>Approval date:</b>	July 2024
<b>Next formal review:</b>	July 2027