

# Afrikagrupperna's Content Policy

The objective of this document is to serve as a guideline for Afrikagruppernas communication work. It informs how we source, store and use content as well as the importance of informed consent. Afrikagrupperna's (referred to in this document as "AGS") work with still and moving images, illustrations, and audio-recorded interviews. They shall be a true reflection of our values. As the use of still and moving images, recorded interviews, and content collected by AGS is primarily aimed for a Swedish audience, AGS follows Swedish ethical guidelines, GDPR regulations, as well as the Swedish legislation on copyright. By following the legislation, regulations, and best practices, we regard and respect the dignity of those who we photograph, interview or film, as well as those who receive our content, such as donors, members and the general public. As an organisation working in this sector, we remain mindful of the unequal power dynamics (donor vs. partner vs. constituent, north vs. south, formal vs. informal, etc.) and will take necessary precautions to ensure transparency.

Still and moving images, recordings and interviews are essential methods, which is in line with our strategic goal of amplifying the voices of our partner organisations. AGS (staff and representatives) must present a fair portrayal of the individuals and contexts where they work, as well as maintaining good ethical standards to protect the individuals we photograph, film or interview.

## **Informed consent**<sup>1</sup>

AGS will ensure that we have consent before publishing content produced by us. All content provided by partner organisations must be in line with the Compliance Agreement. For content produced by AG we will ensure that we have informed consent in writing from the individuals in the still and moving images, recordings and interviews. AGS notes that consent in writing can have limitations.

Furthermore, we recognise that consent can only be given by individuals over the age of 18



(see below under “Children and Marginalised Adults”) and that particular care must be given when collecting consent from vulnerable adults.

### **Responsibility when producing still and moving images, recordings and interviews**

AGS carries out a continuous dialogue with our partner organisations through different avenues, for example through the Compliance Agreement and partner meetings about communication. As such, we regularly engage with partners about the usage of still and moving images, recordings and interviews representing the individuals and communities we portray as well as the meaning of consent.

Individuals are not obliged to be in our pictures, films, interviews or stories and we respect the rights of the individual to say no. We also recognise that the person being photographed has the right to know how the photo is intended to be used and to base their consent on that.

### **For content produced in Sweden**

There is an exception to the Policy if content is newsworthy or addresses matters of public interest it may be published without consent\*For example, a demonstration or a public lecture. In addition, when an event is hosted by AGS, including digital events, people attending will be informed that photographs, recording and/or filming will take place.

## **Children and Marginalised Adults**

### Children:

AG’s gathering, management and use of content featuring children must consider an assessment of risks to the child (with extra care taken for especially vulnerable children), child safety, respect for the child’s rights, integrity and dignity; obtaining and documenting informed consent from the child (if they are old enough to understand) as well from their parent or guardian. Such as:

\*Public discourse does not need consent.

- AG follows the Policy on Child Protection to minimise risks of the children we portray and meet.
- AG only publishes still and moving images, recordings and interviews where children and young people are portrayed with agency.
- AG will never photograph or film children who are not adequately clothed and never in poses that could be perceived as sexually suggestive.
- AG will not publish text, still or moving images that reveal sensitive details of children's lives.
- AG takes measures to minimise the possibility to identify the child based on the picture or film. For example, we only publish the first name of children and youth under the age of 18.

- AG takes precautions so that still and moving images, interviews and recordings do not endanger the lives of the children portrayed.
- AG ensures that prior to photographing, filming, or recording approval from the parent/guardian has been given.
- AG will make sure that the parent or guardian who is giving the consent is over 18.

### Marginalised Adults

AG must apply similar care and responsibilities when content gathering involves vulnerable adults. Examples of vulnerable adults include: any person over the age of 18 who may be in need of community services due to reasons of mental health issues, learning or physical disability, sensory impairment, or inability to protect themselves due to age or illness and/or are unable to protect themselves against serious harm or exploitation. This includes people encountering domestic abuse, substance misusers and asylum seekers among others.

Special consideration should also be given to persons that are not familiar with being photographed, filmed or recorded, especially when dealing with those who are sick, injured or have been subjected to criminal acts. In the case of those in particularly vulnerable situations AGS will ensure that the person's identity isn't revealed by the still or moving image, recording or interview.

### **Image management and routines**

- All still and moving images must be uploaded and correctly identified in our image content database Q-bank, and shall not be saved on devices (such as computers, memory cards, or smart phones) or on SharePoint.
- All still and moving images are saved in Q-bank for five years. After five years they are archived in AGS's digital archive which is hosted on AGS's SharePoint and only accessible by the Communications Manager and the Secretary General.
- Responsible representative will check all still and moving images every three years to ensure that they are still relevant (for instance, former partners, former staff members, or situations where the context has changed in such a way the images can endanger the individuals portrayed). Still and moving images deemed no longer relevant for use will be moved to the Archive.
- When forwarding pictures to staff members or external partners AG should use Moodboards in Q-bank. We do not send pictures via email.
- In Q-bank we have a mandatory system for tagging and tracking images with keywords, focus areas, purpose, who is being depicted, who is the photographer, what is the context and which partner, to ensure that we gather all relevant information, consent and purpose at the same place.
- All consent forms are saved in Q-bank.
- Picture montages, retouching by electronic means or caption should not be designed to mislead or deceive the reader. Changes due to montage or similar interventions must be written in connection with the picture. This also applies when saving the altered image in Q-bank.

- AG preferably only publish still and moving images of individuals with names, however for safety and security reasons due to the areas of our work, there will be times when we will use images but not identify the people in the picture. We could also use silhouettes, or images not depicting people's faces for their safety. In addition, exceptions are made for children and vulnerable adults (see above).

#### **External photographers**

- It is AG's responsibility to ensure that there is a contractual agreement between AGS and the photographer to produce images that are in line with our policy.
- It is the responsibility of the photographer and AGS to ensure that the person being photographed, filmed, or recorded, has given informed consent and has been informed of where the content will be used.
- External photographers shall always be credited when we use the image, film or recording in print or online.

#### **Purchased content**

- When we buy content, for instance from sources like Getty Images and Shutterstock, we can only use the image for that particular purpose and will credit the source.
- When purchasing a photo or film AGS follows the purchase and procurement policy.
- Due to the limited time span for usage of content from these sources, such content can be saved on a personal device and does not need to be uploaded to Q-bank.
- It is the responsibility of the person buying the content to delete it once the rights have expired.

#### **Monitoring and evaluation**

AG will plan for an evaluation of our content and routines every third year. AG will continuously have a dialogue with partners and ask for feedback on our routines for content and consent, including partner meetings with communication personnel. AG shall maintain an ongoing dialogue within the team to stay updated on our routines and regulations.

#### **This policy relates to Afrikagrupperna's following policies and guidelines**

Communication Policy

Policy on Child Protection

Integrity Policy

Safety and Security Policy

Purchase and Procurement Policy

Compliance Agreements

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<sup>i</sup> Informed consent refers to the full and clear understanding by the people who are being photographed/filmed, why they are being photograph/filmed. Understanding of the digital footprint and possible consequences of posting footage in the digital era.