



POLICY ON CONTENT

Approved by: The Board of Afrikagrupperna

Adoption date: October 2025

Responsible: Secretary General

The objective of this document is to serve as a guideline for Afrikagrupperna's communication work. The Policy applies to staff, members of the Board and other representatives of the organisation. It informs how we source, store and use content as well as the importance of informed consent. Afrikagrupperna's work with still and moving images, illustrations, and audio-recorded interviews shall be a true reflection of our values. As the use of still and moving images, recorded interviews and content collected by Afrikagrupperna is primarily aimed towards a Swedish audience, Afrikagrupperna follows Swedish ethical guidelines and GDPR regulations, as well as Swedish copyright legislation. By following legislation, regulations and best practices, we 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 all necessary precautions to ensure transparency.

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

Informed consent

Afrikagrupperna 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 Afrikagrupperna, we will ensure that we have informed consent in writing from the individuals in all our still and moving images, recordings and interviews. Afrikagrupperna 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

Afrikagrupperna maintains a continuous dialogue with our partner organisations through different avenues, for example through the Compliance Agreement and partner meetings about communication. This means that we regularly engage with partners about the use 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 we intend to use their photo 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 Afrikagrupperna, including digital events, people attending will be informed that photographs, recording and/or filming will take place.

Children and Marginalised Adults

Children:

Afrikagrupperna’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:

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

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

Marginalised Adults

Afrikagrupperna must apply similar care and responsibility 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, functional impairment, 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 suffering domestic abuse, substance misusers and asylum seekers among others.

Special consideration must also be given to people who 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 cases of those in particularly vulnerable situations, Afrikagrupperna will ensure that the person's identity isn't revealed by the still or moving image, recording or interview.

Image management and procedures

- All still and moving images must be uploaded and correctly identified in our image content database Q-bank and must not be saved on devices (such as computers, memory cards, or smart phones) or on SharePoint.
- All still and moving images must be saved in Q-bank for five years. After five years they must be archived in Afrikagrupperna's digital archive which is hosted on Afrikagrupperna's SharePoint and only accessible by the Communications Manager and the Secretary General.
- The 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, Afrikagrupperna 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 the photographer is, what the context is and which partner, to ensure that we gather all relevant information, consent and purpose in 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 recorded in writing in connection with the picture. This also applies when saving the altered image in Q-bank.
- Afrikagrupperna 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 don't 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 Afrikagrupperna's responsibility to ensure that there is a contractual agreement between Afrikagrupperna and the photographer to produce images that are in line with our policy.
- It is the responsibility of the photographer and Afrikagrupperna 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 must 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, Afrikagrupperna follows the Purchase and Procurement Policy.
- Due to the limited time span for the use 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

Afrikagrupperna will schedule an evaluation of our content and procedures every third year. Afrikagrupperna will maintain a continuous dialogue with partners and ask for feedback on our procedures for content and consent, including partner meetings with communication personnel. Afrikagrupperna shall maintain an ongoing dialogue within the team to keep up to date with our procedures and regulations.

This policy relates to Afrikagrupperna's following policies and guidelines

- Communication Policy
- Child Protection Policy
- Integrity Policy

- Safety and Security Policy
- Purchase and Procurement Policy
- Compliance Agreements