

79. Use of Images and Promotional Material Policy

POLICY OWNER: Directors of AMF-Cufa

RELEASE DATE: September 2007

LAST REVIEWED: March 2026

LAST UPDATED: March 2026

NEXT REVIEW DATE: March 2027

VERSION NO: 5.0

79.1. Overview

It is important for all AMF-Cufa representatives to follow established standards when capturing and publishing any promotional materials or using images.

79.2. Scope

This policy applies to:

- Directors, employees, volunteers and interns of AMF-Cufa
- Contractors to AMF-Cufa
- Employees of contractors to AMF-Cufa
- AMF-Cufa's partners,
- Employees of AMF-Cufa's partners, and
- Visitors to project sites.

In this policy, each person in the categories listed above is referred to as a 'AMF-Cufa representative'.

79.3. Underlying principles

- Informed consent must be given before any material is recorded by AMF-Cufa,
- AMF-Cufa will only publish interviews, photographs and audio-visual material that is respectful and shows the individuals/s with dignity,
- Under no circumstances will material be misrepresented, and
- Interviews, photographs and audio-visual material will be current and accurate information will be provided.

79.4. Capturing promotional material

- When capturing promotional material, a high degree of discretion must be used by all AMF-Cufa representatives and the rights of the individual(s) must always come first.
- When capturing communities in public places, AMF-Cufa representatives should consult with a senior representative such as a village elder, doctor or priest to discuss any reservations or cultural sensitivities that may arise.

- When capturing promotional material featuring individual people, informed consent⁶ must be obtained from the key individuals before recording any interviews, photographs or audio-visual material.

79.5. Distributing promotional material

- When distributing promotional material, a high degree of discretion must be used by all AMF-Cufa representatives and the rights of the individual(s) must always come first.
- If any captured content places the individual(s) (over the age of 18) in a situation that could be detrimental to their safety or reputation, informed and written consent must be obtained, however, it is highly recommended that the content is not distributed or published.

79.6. Capturing and distributing promotional material depicting children

A higher level of care must be applied and the AMF-Cufa representative must ensure that no footage is captured or distributed that can place a child at risk of mental or physical harm.

This requirement is in accordance with [AMF-Cufa's Child Protection Policy](#).

When capturing content depicting children:

- Obtain informed consent⁷ from the child (if mature enough to understand) and parent or guardian of the child before photographing or filming a child.
- If any recordings are undertaken that place an individual (under the age of 18) in a situation that could be detrimental to their safety or reputation, informed and written consent must be obtained. Written consent involves the subjects' guardian acknowledging in writing that they are aware of the intended use of the material and they have given their authorisation;
- When written consent is needed, a photograph/ interview informed consent form should be filled out on the day the material is recorded. The AMF-Cufa employee should ensure that the individual understands the requirements of the form and has voluntarily authorised use of the material. The consent form is to be filled in the relevant project folder;
- If a partner or downstream partner states they have existing consent (for example through a school or church group), then AMF-Cufa should seek confirmation that meaningful informed consent, as described above, has been obtained by the partner from a parent/guardian. Consent only from a teacher, school or church leader is not adequate.
- Ensure local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child.

When distributing content depicting children:

⁶ Informed consent involves explaining to the individual the intended purpose of the recorded material. The explanation must be clear and honest and the individual must voluntarily agree to the interview, photograph or video being recorded. Informed consent does not require a signature.

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- Ensure children are presented in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive.
- Ensure all electronic file labels, meta data or text descriptions do not reveal identifying information about a child when sending images electronically or publishing images in any form.

79.7. Additional risk mitigation process

AMF-Cufa will assess and mitigate risks when using images and stories, especially for children and people experiencing vulnerability including survivors of GBV, separated families or vulnerable groups.

Before using images and promotional materials, AMF-Cufa will:

- Consult with individuals and assess risks such as identification, stigma, retraumatisation, safety, or community backlash;
- Apply a “do no harm” test to determine whether publication could place the individual at risk;
- Ensure that all interviews, photographs and audio-visual material should use content that depicts the subject in a respectful way, not presenting them as a victim. Language that portrays the subject as a victim should also be avoided;
- Not use personal information about a subject’s identity and location that can be used to easily identify their residence in any AMF-Cufa communications;
- Protect the identity of a subject, by darkening or partly obstructing images when necessary. Photos should only be manipulated to secure the privacy of the subject, not to create a different perception;
- Ensure all electronic file labels, meta data or text descriptions do not reveal identifying information about a child when sending images electronically or publishing images in any form; and
- Provide captions with an accurate description of the interviews, photographs and audio-visual material being used and should not be manipulated to misrepresent AMF-Cufa programs or activities.