

## How to use the Subject Release Form - guidance for AI Staff

When selecting images of individuals and groups for use in Amnesty International campaigns, actions and materials, a number of general concerns apply.

In particular, we note the following:

- Every effort will be made to ensure that photographs of individuals are not published without their knowledge and consent.
- Every effort will be made to ensure that individuals in photographs are identified, or not, according to their expressed wishes.
- These rules do not necessarily apply in cases of public events or when buying in photos from photographers or agencies, although all images are checked by the approvals process and pulled from publication if deemed inappropriate.

To facilitate this, Amnesty International is now using a 'Subject Release Form' when AI staff or commissioned photographers take photographs of individuals on missions.

The completed form is a record that the individual subject agrees to AI using their image, and of how they give us permission to use their image.

(We aim to get the form translated in the appropriate language: please give us enough time to ensure this can take place.)

### When to use the form; when to make a verbal agreement instead

The preference is that the form is completed for all individuals photographed by Amnesty International or commissioned photographers.

- Please explain the form to individuals that you photograph, and ask them to fill out all parts of the form they agree to as well as their details (which will be treated in confidence).
- Then ask them to sign the agreement, and sign and date it yourself, on behalf of Amnesty International.

For photographs of minors

- If possible, please ask an adult responsible for them to complete the form, and note on the form that they are signing on behalf of the minor.

For people who are unable, for one reason or another, to fill out the form themselves

- Please explain the form to them, fill in their name, and the agreement options that they specify, and ask them to make a mark of agreement on the signature line.

In some situations, it may not be appropriate or possible to ask individuals to complete the form. For instance, if you are photographing a government official, or a large group of people.

- In such cases, you can try to make a verbal agreement; check that they are happy for AI to use their image in public AI materials and media, and find out if they will allow AI to supply their image to *third parties*.
- Please make a note of what they agree to in your records.

### **Explanations of statements on the Subject Release form**

*Reproductions or Adaptations* - This means that Amnesty International has permission to adapt how the image is used, for instance, to obscure the face (if necessary), or to apply a colour wash for design purposes, or to crop the image.

*Third parties* refer to anyone external to Amnesty International. These include other organisations such as media organizations, or non-governmental organizations.

By signing this form the subject is agreeing that Amnesty International has permission to use their image in both internal and public materials and media, throughout the world.

### **Guidance for taking photographs of people who do not want their identity made public**

When expressed by the subject, please make sure that you take photographs of the subject where their face is not visible. For instance, photograph the subject from behind, or photograph a close up of their hands.

It is possible to obscure the face digitally, but this is a 'blunt tool' that can distract from the concern that AI would like to convey when reproducing the image. It is preferable to have a range of photographs to choose from for use, that are sympathetic to the wish that of the subject that their identity is not revealed.

Please see **How to take photos of vulnerable or at risk subjects** and **How to disguise a person in a photograph** for further instructions on this subject.

Please contact us if you have any questions or would like to discuss this further.

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