

General Photographic principles of Amnesty International.

We strive to uphold certain standards in our use of images of individuals, groups and practices in all AI materials (e.g.; documents, reports, publications, websites, campaign, action, recruitment and fundraising materials).

These can be summarised as follows:

- 1** The overall balance of photographic content (in any AI report, document, website, etc,) should portray human dignity and positive action in the face of human rights violations.
- 2** The reality of the effects of human rights violations should be depicted where it is appropriate (e.g.; to the aims of the particular Campaign / Action) and does not infringe the rights or dignity of the subjects. Do not use photos purely to shock or disturb.
- 3** The security and rights of individuals portrayed in photographs should be protected and upheld by all concerned (e.g.; the photographer, researchers, processors, publishers and users of the image)
- 4** Every effort will be made to ensure that photographs of individuals are not published without their knowledge and consent.
Wherever it is possible, AI will try to ensure that the subject understands the context, and consequences of AI's publication of their image.
- 5** Every effort will be made to ensure that individuals in photographs are identified, or not, according to their expressed wishes.
- 6** Content will not be manipulated in images used or published by AI, except where it is considered necessary to protect subjects from recognition.
Images may be reasonably cropped and rescaled for editorial and design purposes.

In practice, and particularly in potentially sensitive situations, it is expected that these General Principles be used along with specific, practical and local guidelines for each case where images are being taken or used.

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