

# PHOTO GUIDELINES 2010

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## 1. PHOTO GATHERING

You should discuss whether, and why, you need to gather photos at the earliest stages of planning all Amnesty International missions, actions or events.

If you decide to gather photos, consult [Audiovisual Resources \(AVR\)](#) and draft a [photo brief](#).

## 2. OWNERSHIP AND COPYRIGHT

All photos (and associated information) taken by staff, volunteers, delegates or representatives while in the employment of Amnesty International are the property and copyright of Amnesty International.

You must always:

- Respect applicable international and national copyright laws concerning the reproduction of photos
- Follow the [General photographic principles of Amnesty International](#)
- Consult [consult AVR](#) when commissioning photographers or negotiating the use of photos from external (non-Amnesty International) sources.

### 3. PERMISSION TO USE OTHER PEOPLE'S PHOTOS

Photos from external sources (such as NGOs, victims' relatives or contacts), photos from unidentified sources, or photos found on the internet, cannot be used in Amnesty International materials without the owner's permission.

You must obtain explicit written permission from the copyright holder/owner of the photo for its use in specific ways by Amnesty International.

Use a [Permission from copyright holder form](#) if possible.

Every time you use a photo, check that the licence agreement covers your intended use. If it does not, you must obtain permission for the new use from the copyright holder. If in doubt, [contact AVR](#))

#### Recording permission from copyright holders

If it is not possible to obtain written permission, use other methods to record the authorization (for example, email, audio or video recording or verbal witnessed permission). [Contact AVR](#) for help and advice.

You should obtain the relevant information needed for captioning and keywording; this will aid searching and use by Amnesty International.

Photos cannot be used without the minimum associated information. You should record:

- Date photo was taken
- Caption (including names, date and location)
- Country
- Terms and Conditions of Use
- Credit/copyright
- Security and Sensitivity concerns

For photos from external sources, you should also check whether consent or [subject release](#) has been given by the subjects in photos (see above).

### 4. CREDITS

All photos published anywhere by Amnesty International must carry a credit showing who owns the copyright, for example, © *Panos Pictures*

All photos owned by Amnesty International published anywhere should be credited © *Amnesty International*

Where we wish to acknowledge the photographer of an Amnesty International copyright photo, the credit should read:

© *Amnesty International* (photographer *Josephine Bloggs*)

If the owner/source of the photo does not wish to be identified, the credit should be © *Private*

If a photo has no credit, it should not be used until the copyright can be established.

Credits for photos published in Amnesty International materials should be checked and approved as part of the production and approvals processes for those materials.

## 5. CAPTIONS

Accurate captions should be supplied for all photos used by Amnesty International. The basic minimum information should include names, date, location and an explanation of the content, if it is not apparent in the photo.

Captions should be accurate and impartial, and should use concise, simple English.

The "original caption" is the caption that is associated with the photo when first obtained or used by Amnesty International.

The original caption will be recorded and retained in ADAM (Amnesty International's audiovisual materials database).

Captions for publication in Amnesty International materials should be checked and approved as part of the production and approvals processes for those materials.

Captions can be updated, revised and edited for subsequent materials provided all these guidelines apply to the updated or revised caption.

Captions can be updated, revised and edited for subsequent materials. Updated or revised captions will be recorded in ADAM in the "Worknotes" field (except where they replace an original caption that has become inaccurate).

## 6. FINDING AND BUYING PHOTOS FOR AI USE

[Contact AVR](#) for advice and resources. They have deals with suppliers, a wide range of contacts, and experience of photo research and negotiating prices.

Produce a [photo brief](#) to clarify the photos and uses you want.

Always follow the [General photographic principles of Amnesty International](#) and guidelines on [credits](#).

Keep detailed records of all transactions and agreements.

Send copies of all [contracts](#), [agreements](#), prices, and invoices to [AVR](#).

Upload all photos relevant to Amnesty International work into your ADAM Team Collection at the

earliest opportunity (or [submit them to AVR](#) if this is not possible).

## WORKING WITH PROFESSIONAL PHOTOGRAPHERS

[Contact AVR](#) if you want to work with or commission a professional photographer on an Amnesty International mission, shoot or event. They have experience and contact lists, and can negotiate for you or provide a template [photographer's contract](#).

Produce a [photo brief](#) to clarify the photos and uses you want.  
Agree and sign a [contract](#) with the photographer.

Send copies of all [contracts](#), [agreements](#), prices, and invoices to [AVR](#).

Upload all photos, [releases](#), [contracts](#) or [agreements](#) relevant to the photos into ADAM at the earliest opportunity (or submit them to AVR if this is not possible).

## 7. TAKING PHOTOS YOURSELF FOR AI USE

### PHOTOGRAPHIC EQUIPMENT

[Apply to AVR](#) for photographic equipment to use for Amnesty International work.

If you are unfamiliar with the equipment or photography, you will need to book an induction or training session with AVR before cameras are issued.

Amnesty International staff members are responsible for loaned equipment and for returning it in good time and condition.

Check your Amnesty International photo equipment is insured as part of your mission delegate's travel insurance; contact the Facilities Management Programme (FMP) for details.

If using your own equipment, [check with AVR](#) that it will produce images that meet their requirements.

Always [inform AVR](#) and FMP of any equipment losses or breakages immediately so that insurance claims can be made.

### PREPARATION

Make sure you know what photos you want and why (see [photo brief](#) above).

Make sure you are trained and can use your equipment competently (see training above).

Always follow the [General photographic principles of Amnesty International](#).

Make sure you have considered specific, local issues and circumstances for taking photos (see [photo brief](#) above).

Familiarize yourself with the procedures for obtaining informed consent/[subject release](#) from the people you photograph.

Staff should take appropriate documentation with them as advised by AVR (for example, [Subject](#)

[Release forms](#) and [copyright permission](#) etc).

## PROCESSING PHOTOS

Do not rename, resave, resize or duplicate the photos. Save them as unmanipulated, uncropped files in the original digital format (for example, jpeg, CR2, NEF or tiff).

Do not change the photo file names.

Do make an early selection of the best and most relevant photos.

## 8. STORING, ARCHIVING AND SHARING PHOTOS IN ADAM

All photos used in any Amnesty International materials produced by the International Secretariat - including publications, websites and actions - should be archived in ADAM as soon as possible to ensure availability, security and consistency.

Using ADAM, you can choose to share photos with your team colleagues, other Amnesty International staff, the whole Amnesty International movement, the media or the public.

Access ADAM at: <http://adam.amnesty.org>

Login using your Amnesty International OpenID.

For more specific information and help see the [ADAM user manual](#) or the [FAQ in the Resources](#) section of ADAM.

Upload all mission and action photos relevant to Amnesty International work to your ADAM team collection as soon as you can (or submit them to [AVR](#) if this is not possible).

You should obtain the relevant information needed for captioning and keywording; this will aid searching and use by Amnesty International.

Photos cannot be used without the minimum associated information. You should record:

- o Date of photo taken
- o Caption (Names, dates, locations etc.)
- o Country
- o Keywords
- o Terms and Conditions of Use
- o Credit/copyright
- o Security and Sensitivity concerns

## 9. SUBJECT RELEASE AND INFORMED CONSENT

Check and follow the [General photographic principles of Amnesty International](#)

If the people (and in some cases property) in your photo are identifiable, you must obtain informed consent from them (or legal guardians or representatives).

Whenever possible use [Subject release forms](#) (available from AVR in appropriate languages) to record informed consent for the taking and use of photos by Amnesty International.

If it is not possible to obtain written releases, use other methods to obtain and record consent ([consult AVR](#))

### **Why you need releases:**

A release is a written agreement between Amnesty International and the person you are photographing or the person who owns the property you are photographing.

Its purpose is to record that they have given their consent for the taking and use of the photos, and to protect Amnesty International from any future lawsuits the person might file for claims such as defamation or invasion of privacy.

Take particular care with subjects who may be vulnerable, such as very old or young people, or those whose understanding may be limited by their medical, mental or physical condition or language or literacy constraints. If you wish to photograph children or other subjects unable to give their own consent, obtain informed consent from parents, legal guardians or representatives.

Take particular care to explain Amnesty International's intended use to subjects, including internet exposure. If in doubt [consult AVR](#).

### **Property release:**

You don't need one for public property, such as government buildings (although you may run into problems just from photographing them for security reasons). However, for images of private property, particularly significant objects that are closely identified with specific people, you are safer if you get a release.

Save the releases you obtain in ADAM linked to the photographs to which they relate.

## 10. **PUBLISHING AND DISTRIBUTING PHOTOS EXTERNALLY**

Photo credits and captions in Amnesty International documents and publications should be [checked by AVR](#) in final approved versions, prior to publication.

All photos made public by Amnesty International in any media should be archived in ADAM.

All photos sourced or acquired for Amnesty International use should be stored on ADAM.

All photos should be checked for sensitivity and security issues prior to publication in any media.

All photos published in any Amnesty International materials or media, should be correctly credited, captioned and licensed for each specific use.

Approval for the use of a photo in an Amnesty International publication is part of the procedure for approval of the whole item; photos must not be added after approval.

The final decision on whether to publish a potentially controversial photo will rest with the relevant Programme Director.

## 11. SOURCES AND AUTHENTICITY

Do not use any photos, particularly from unknown sources, without fully investigating their authenticity.

[Consult AVR](#) if in any doubt over the authenticity of a photo or photo source.

If in any doubt, do not use potentially suspect photos.

## 12. DISTURBING OR SENSITIVE PHOTOS

Check and follow the [General photographic principles of Amnesty International](#)

Potentially disturbing photos can be hidden or advance warning can be given in ADAM.

Consult your team/programme/AVR before publishing a photo that may disturb, even if it is already public.

Do not circulate or display potentially disturbing material internally (for example, by ADAM or email) without a warning that gives the recipient a choice not to view.

The final decision on whether to publish a potentially disturbing photo will rest with the relevant Programme Director.

## 13. CONCEALING IDENTITY IN PHOTOS

Check and follow the [General photographic principles of Amnesty International](#)

Consult the guidelines on manipulation and methods of concealing identity

Before any use or publication, the originator/team should make a clear decision on the need to conceal identity and the most appropriate method; [consult AVR](#) for advice and examples.

The decision is recorded and a concealed identity version of the photo is made by AVR.

The adapted photo and the original photo are archived on ADAM with work notes recording the process.

The adapted version becomes the only available version through ADAM.

The original image is retained, but only the originating team and AVR can access it.

## 14. MANIPULATION OF PHOTOS

### Why not manipulate photos?

It is important that Amnesty International maintains a reputation for not manipulating photos irresponsibly - both to protect the integrity of our materials and to encourage professionals to continue

to work with us and supply us with photos.

It is also illegal to do manipulate photos without the owner/copyright holder's permission.

### **Amnesty International's policy on manipulation**

- Amnesty International will not manipulate content in any photo it owns, acquires or uses, unless it is to protect the identity of the subject(s).
- Amnesty International will manipulate photo format only when it is strictly necessary, with the owner's prior permission, and only in the following ways:
  - Reasonable, proportional, reduction or enlargement of the entire photo for layout purposes.
  - Reasonable cropping of "non-significant" parts of the photo (for example, sky, foreground with no subjects or borders without significant features)
  - Reasonable colour "correction" (not colour changing) for repro purposes (for example, using Photoshop auto levels)
- In special circumstances Amnesty International may copy and reproduce part of a photo it owns (such as an individual portrait taken from a group picture, or a detail from a landscape). In such circumstances the original will not be altered and the copy will be treated as a separate photo.
- In special circumstances Amnesty International may clean or repair a copy of a photo it owns by removing marks which are intrusive (that is, which were not present on the original).

### **What is manipulation of a photo?**

Manipulation is used here to mean any physical or digital alteration of the content or format, of a photo from the original.

Original is used here to mean the first generation of any photo acquired by Amnesty International.

Manipulation includes:

- Cropping
- Stretching
- Correction of colour, contrast, brightness, moiré,
- Removal of original photo content ("Photoshopping")
- Addition of non-original photo content ("Photoshopping")
- Re-touching or cloning to affect the content
- Removal of marks, stains or spots by cloning or copying and pasting
- Changing the resolution or size of a digital photo.

### **Is manipulation illegal?**

The alteration of a photo or any part of it without the owner's prior consent is an offence under the Copyright Design and Patents Act 1988.

In copyright legislation, all photographs, irrespective of quality, are regarded as artistic works - they do not have to be registered. Any snap taken by anyone is protected.