

Marketing, Photography, and Personal Information Policy

(2021)

Integra will keep respect for privacy, dignity and human rights of sponsors, sponsored children and their families at the heart of its child sponsorship program.

Integra will clearly, regularly and accurately communicate with sponsors and the public about programs and projects, which take place in the communities we work.

Acquiring photos and videos

Integra actively obtains images and footage of children from management on-site. The use of children's images is for fundraising and marketing campaigns and to inform sponsors about their sponsored children.

Integra adheres to a strict policy of truthful marketing. The dignity and rights of the beneficiaries and their families must be at the forefront of Integra's focus when choosing images for promotional materials.

When anybody on behalf of Integra (photographers, sponsor visitors) photographs or films a child, or other individual in the project, or uses imagery for marketing purposes, or on public forums, the following guidelines **must** be adhered to:

- Prior to photographing or filming a child or choosing the imagery for public use, the photographer must investigate and act in accordance with any local traditions or restrictions regarding the photographing and filming of children. Usually, local project directors or staff can give guidance in this.
- Photographing, videoing and using images of vulnerable populations requires extreme care and sensitivity. To protect the identity of individuals who may be put at risk of reprisal or rejection in their communities as a result of allowing their image to be captured, it is necessary to make sure they cannot be identified. Usually local project directors or staff can give guidance in this.
- All photographs, films and videos must present children and other Integra beneficiaries in a dignified and honest light: not as vulnerable or passive or in any way that would humiliate the individual. Children must be modestly clothed and in appropriate stances (those which could not be seen as sexually suggestive). All photographs, films and videos should reflect children and their fellow community members as individuals, equals and agents of change, not as victims.

- Images must be an honest representation of the context and facts. Integra or anybody sent by Integra shall not use cropped images or manipulate images to show the individual out of context.

Standards related to the use of personal information, photos and videos

Integra stores personal information as part of its sponsorship programs. This information is held in accordance with The General Data Protection Regulation (EU) 2016/679 and any relevant local international laws.

Integra will not, under any circumstances, sell, share or exchange sponsors' addresses, details or other information without the sponsor's explicit agreement.

Integra has procedures in place to ensure that information held about sponsored individuals is only accessible by Integra and the sponsor as per Integra's Privacy policy.

Integra takes active measures to ensure that all Integra workers understand the sensitivity of personal information about sponsors, sponsored children and their families, and that use of this information shall only be for the purpose of program and sponsorship activities.

The following child & community information should **never** be included in public or shareable rich media content & data:

- Child's real name (unless we have specific permission from a project)
- Child or Family specific medical conditions, e.g. HIV status
- Child home address
- School or Children's Home address
- Community/village name or identifiable landmarks
- GPS coordinates of a child's location (other than the programme office)

Specific requirements from partners

Each partner's project has given Integra their viewpoint on using children's pictures, and stories on public forums. Integra shall follow these guidelines and agreements.

Bishoftu Centrum, Shallom, Ambo School Ethiopia

- don't use real names
- remove individual portrait after child is sponsored
- use only general info – not personal

Beacon of Hope Kenya

- see their child protection policy.
- we can use the pictures from their social media anytime.

Paise Gate Kenya

- preferable no photos on FB for getting sponsors – only give photo to interested sponsors
- provide only general info, not personal

Stipendiary Program Kenya

- don't use any pictures of children in SPK

ST. Anna Centrum Kenya

- generally, an individual child's photo shall not be used in a public way. Before using any photo, we should ask permission of the manager, then change the name and provide only general info, not personal

TAPA Kenya

- use a photo with changed name but remove once the child is sponsored.
- do not give birthdate, marital status of parents, not health status of child or family – only give to sponsor privately

Informed Consent Policy

Informed consent for children in the Integra Child Sponsorship program

Written informed consent to take, keep and use personal information, photographs, video and audio for educational and promo purposes via blanket consent form is required from each child who is part of the Integra Child Sponsorship program.

Consent via blanket consent form (example of the consent in Anex1) is required for adult or child beneficiaries upon enrollment in an Integra Child Sponsorship program. Beneficiaries need to be properly advised of the potential avenues for use of their image, video, story or voice (including Internet/web transmission).

Blanket consent forms shall be signed by parents/guardians for children beneficiaries below the age of 18 or by adults beneficiaries older than 18 years.

Blanket consent forms shall be signed for the period of the child's involvement in the sponsorship program unless otherwise agreed.

Informed consent for people outside of the Integra Child Sponsorship program

A written consent (example of the consent in Anex2) to take, keep and use personal information, photographs, video and audio is required from any child under age 18 from outside of the Child Sponsorship program, if the child's name or specific location (i.e. community or town) is shared with the public.

An written or oral recorded consent to take, keep and use personal information, photographs, video and audio is required from an individual person, if the face is clearly recognizable and we share his name or location, except those taken in public places when individual people are not recognizable (i.e. a street or market).

Every reasonable effort will be made to obtain oral consent, for any of the circumstances where consent is required; however, desperate circumstances (i.e. a disaster) may preclude the obtaining of such consent. In such circumstances where consent cannot be obtained, images may only be used with the approval of the local Project Director or Integra's Communications director or higher.

Anex. 1.

Consent Form for children (below the age of 18) in the Sponsorship program

Signed by a parent or a guardian:

I agree that TAPA (and organizations that they work with) may take and use personal information, photographs, video and audio of my child for the sole purpose of supporting TAPA school. Any photo material will not be used with the child's name or location.

I give my consent for the period of my child's involvement in the sponsorship program.

Name: _____ Signature or thumb print: _____

Relationship to child: _____

Place and Date: _____

Consent Form for adults in the Sponsorship program to Interview and Use Images, Video and Audio

I agree that TAPA (and organizations that have a relationship with) may take and use my personal information, photographs, video and audio of me for educational, promotional or other purposes.

I give my consent for the period of my involvement in the sponsorship program.

Name: _____ Signature or thumb print: _____

Place and Date: _____

Consent Form to Interview and Use Images, Video and Audio

I agree that _____ (and organizations that have a relationship with) may take and use my personal information, photographs, video and audio of me for educational, promotional or other purposes.

I give my consent for the period of my involvement in the sponsorship program.

Name: _____ Signature or thumb print: _____

Place and Date: _____