

## **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, social media, campaigning materials, actions, recruitment and fundraising materials).

These can be summarized as follows:

1. All images produced, acquired or used by AI should be fully authenticated and be an accurate portrayal of any given subject, situation or location.
2. All photographs should be fully licensed for use by AI, with recorded permission from the originator or copyright holder. The usage rights should be clearly defined and archived with the image.
3. The security, rights and wellbeing of individuals portrayed in photographs are of primary concern and should be protected and up-held at all times by the photographer, researcher, processors, publishers and by and subsequent users of the image.
4. The visible 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 where it does not infringe the rights, dignity, wellbeing or safety of the subjects. Do not use photos purely to shock or disturb.
5. All AI staff will ensure that photographs of individuals originated by AI are not published without their knowledge and consent.
6. AI aims to ensure that the subject fully understands the purpose, context and potential consequences of AI's publication of their image.
7. Every effort will be made to ensure that individuals in photographs are identified, or not, according to their expressed wishes.
8. The overall balance of photographic content (in any AI report, website, social media post etc.) should portray human dignity and positive action in the face of human rights violations.
9. Content will not be manipulated in editorial 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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