

OSCE photo/video policy and guidelines

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OSCE Photo/Video Policy and Guidelines

Photos and videos are powerful tools to communicate the OSCE's work. They illustrate the Organization's achievements and can attract the attention of different audiences. Pictures (and films) that show persons are usually more appealing than photos of objects and they also reinforce the message that people are the ultimate beneficiaries of the OSCE's work.

For the photographed individuals, having their image published creates uncertainties since they can't be sure how the picture will look like, how it is going to be used and what implications its publication may carry. Photos or videos posted online might be illegitimately used or misrepresented by third parties and in the worst case can expose the depicted persons to risks of exclusion, stigmatization and psychological or physical harm.

As an Organization that is committed to respect for human rights and fundamental freedoms, we must ensure that all photographs and footages preserve the dignity and right to privacy of the persons they portray and take every precaution possible to help minimize the risks associated with the use of their images.

The following guidelines were drafted to help executive structures to clarify and facilitate the appropriate taking and use of images depicting individuals.

Obtaining written consent

Whether a subject's written consent is needed for publishing a photograph or footage depends on the circumstances and the degree to which the person is identifiable. The table below provides some guidance on the situations that require obtaining written consent from the depicted persons.

A consent form for use by executive structures is annexed to these guidelines. We encourage you to have it translated into the local languages of your duty station to enable photo/video subjects to make an informed decision about the usage of their image. Please explain the content of the form to them and make sure that consent is granted at the time the picture is taken or prior to publication (not after it has been published). Photo/footage subject(s) should receive a copy of their signed consent form.

Applicable for the use in printed and digital form, including social media and other open channels		
<i>No consent required</i>	<i>Consent required</i>	<i>Consent and particular care required</i>
OSCE staff at work	Named individuals and identifiable persons	Children and adolescents under 18 years of age. Consent must be obtained from the parent(s) or a legal guardian. Beyond that consent, please explain the purpose and use of the photo or video to the child(ren) and get their approval.
Public figures and officials while exercising their function	Persons in private settings (right to privacy)	Victims of violence (including domestic violence; trafficking in human beings, sexual and other types of exploitation)
Individuals in public places		Asylum seekers, refugees, internally displaced persons
Crowds		Persons belonging to ethnic minorities
		Persons in crisis, conflict or emergency situations
		Women who may be put at risk of reprisal in their community as a result of their picture being published
		Persons in nursing homes or clinical settings, impoverished people, persons with a serious health condition, persons associated with marginalized groups or politically sensitive activities

General guidance for taking photos of individuals

When approaching someone you would like to film or photograph, ask his/her permission and explain the reason for taking the picture/video. Please respect the fact that individuals always have the right to refuse being photographed or video recorded. If you sense any perplexity or unwillingness, refrain from filming or taking the photo.

Be respectful of local traditions and sensitivities, in particular in terms of possible restrictions on photographing or filming women and/or children. To the extent possible, try to familiarize yourself with national laws and local privacy laws.

Keep in mind that the background and audio can carry implications on how the image or footage will be interpreted and try to avoid stereotypes.

Vulnerable persons

When taking photos or videos of persons in situations of crisis, distress or vulnerability, we recommend doing it in a way that preserves their anonymity, even if they state that their identity can be known. Cameras can be positioned in a way that faces cannot be seen, for example by showing people who are looking down and concentrating on their work, giving a back view, or focusing the shoot on the activity rather than on persons.

Captions should always provide a description of the photo, as well as its date and location, but in the case of vulnerable persons, any personal information must be left out. If, despite

the anonymization, you are unsure whether an image may put a child or an adult at risk, it is advisable not to publish the image at all.

Appropriate use

Beyond requesting written consent, please make sure that photos are used appropriately: They must be placed in the context in which the image was taken, without misrepresentation or further use in another context. Photos must be properly documented including correct description of event, activity, and date

Artwork in photos

If a photo/footage contains artwork, please make sure to contact the artist and get consent for the publication of the photo/video to avoid any copyright infringements. This also includes children's artwork and the child's consent should be sought for the reproduction of his/her drawings or other creative work.

Data protection

Photographs or recorded images are defined as personal data and therefore fall within the scope of data protection legislation. Upon request, data subjects have the right to receive information about how their personal data is used and require from the OSCE to stop using their photos/recordings beyond their initial use by contacting photo-consent@osce.org.

Guidance and support

If you have any questions regarding the appropriate use of photos or are unsure whether you must obtain consent of a photo/video subject, please contact the Communication and Media Relations Section in the Secretariat at comms-online@osce.org

Declaration of Consent

for Photographs, Videos and Audio Recordings

1. I agree to the use by the Organization for Security and Co-operation in Europe (OSCE) of any photographs/ videos/ audio recordings taken of me or my child(ren) or ward(s) to illustrate or promote the activities of the OSCE.
2. By ticking 'yes' or 'no' at the end of this sentence, I indicate whether or not I give the OSCE permission to use my name/my child(ren)'s/ward(s)' name and other identifiers in connection with the photographs/ videos/ audio recordings.
YES NO
If I do not tick any box, I have not given such permission.
3. In the event that any materials supplied by me contain the work of third-party individuals or organizations, I understand that it is my responsibility, and not the OSCE's, to secure their permission.
4. I release the OSCE from any claims in connection with the photographs/ videos/ audio recordings, including claims for defamation.
5. I understand that I will not receive any payment for the use of photographs/ videos/ audio recordings.
6. I agree that the OSCE processes and stores my personal data/my child(ren)'s/ward(s)' personal data in the form of photographs/ videos/ audio recordings. I understand that I can access data relating to me/my child(ren) or ward(s), rectify incorrect personal data and withdraw my consent to the processing of my personal data at any time by contacting photo-consent@osce.org.

I am over the age of 18. I have read the above and fully understand the contents.

Name:

Date:

Signature:

Place: