

3.3. Photo and visibility policy

- Clowns Without Borders' keywords are: Positive, Playful, Involved and Serious. These words should permeate everything that Clowns Without Borders embody and do. Photography is a very important part of our communication, both internally and externally, and should also express these key concepts. Sometimes one may take precedence over the others, but it is important that a picture does not explicitly contradict any of them.
- The pictures you take while working for Clowns Without Borders should aim to depict the encounters between artist and child, as well as showing the different activities we undertake and capturing expressions of joy. Photos which show a child who is laughing or similar, in an encounter with an artist, watching a performance or participating in a workshop are also valuable.
- Do you wish to share another person's photo? Check that it is OK with them and always remember to include their name in connection with the photo.
- Never take pictures of a child or adult without their permission.
- Be clear about how the pictures taken might be used in the future. It is important to differentiate between pictures which might only be used as a document of Clowns Without Borders' activities within the organisation and those images which might be used for a commercial purpose.
- When photographing children you require both the child and their parent's (or guardian's) permission to both take the picture and then share it.
- Always respect people who say no. In some cases it can be very dangerous for them to have their photo taken. Remember to always inform the rest of the group when somebody does not give you permission to ensure that everyone is aware of their wishes.
- Never publish photos on social media (Facebook, Instagram, Snapchat etc.) of children or adults where they are identifiable and have not given their consent.
- If you post an update on social media about your work, an experience you have had during the project or similar you should not use the actual names of any of the people you refer to. It is our policy to always change the names of the people we meet whilst we are on an excursion. A list of pseudonyms is available if needed.
- Do not write the exact place where the people that you meet come from, or where you are or were when you met them. Countries and large cities are fine, but be no more specific than that.
- Take note that all external communications from Clowns Without Borders go through a strict process that ensures the material is in line with both our policy and the purpose of the individual project, where applicable. This is to ensure the safety of all involved, as well as to be certain that the work we do can have the highest possible positive effect.
- If contacted by the media, ask to be allowed to see any articles before publication.