



INFORMED CONSENT.

Safeguarding our communications.

The following document provides some guidance on informed consent, what it is and how to obtain it.



“If someone you had never met turned up at your house and started taking photos of you and your family how would you feel?”

The images we take and the stories we gather aren't just a way to promote our cause. They are personal accounts of someone's life. The way we gather and use them is important and can have long lasting impacts.

Asking “can I take your photo” is simply not enough. We all need to spend time with the people we are working with - discussing what we want to do, why we want to do it, what stories they might want to tell, what concerns they have, and whether they are interested in being involved.”

BOND, Informed Consent: why conversations are crucial.

ADD staff members collecting content.

WHAT IS INFORMED CONSENT?

Our communications activity should do no harm to the disabled people we support. As such, we must be confident that there won't be any negative implications for people featured in our communications work. To ensure this, every participant must be fully briefed on how we will use their image or story, who might see it, and any potential risks for them from taking part. Only then can we get their **informed consent** to participate.

Informed consent is not simply a signature on a form.

Informed consent is when participants are given all the information they need in order to make a considered decision about their personal involvement.

People are often happy to help and do not necessarily consider the full implications of doing so. It is our responsibility to ensure participants take the time to consider any risks from being featured in our work.



A camera ready to start filming an interview.

1. HOW TO OBTAIN CONSENT.



Laura, former ADD Global staff member.

1. Accessible consent forms. Make sure you have copies of the consent form translated into your local language and that the form meets the communication needs of all participants. The consent form is saved in the Sharepoint Communications library.

2. Secure consent early. Ask partners in the field to secure verbal consent with participants before you visit. This will allow participants time to think through their involvement and fully consider any risks.

4. Talk each participant through the consent form before they sign it. Explain the purpose of the content gathering and how their information will be used and stored. No information that might affect participants' willingness to participate should be withheld. Talk through each aspect of the form including:

>> Collect participants' details. You must collect contact details for all participants so that we can get in touch with them in case we want to change the use of their data at a later date.



MY DETAILS.

Full name	
Role	
Contact details	
Location	

>> Collect usage preferences. Discuss with the participant the different ways ADD International might use their story or image i.e. on our website, in a presentation, on a leaflet. Review each option with the participant and make sure they consider the risks associated with each channel. Tick the options that they are happy to be featured on.



ADD INTERNATIONAL CAN USE THIS INFORMATION FOR: (please tick the options you are happy with)

- Presentations: ADD International's internal and external presentations
- Websites: ADD International's website and intranet
- Social media: ADD International's social media pages on Twitter, Facebook, Instagram, [LinkedIn](#)
- Publications: ADD International's leaflets, posters, newsletters, impact report and other marketing materials
- Print and online media: National, regional and local papers; magazines and news sites
- Television and radio: National and regional television; national, regional and local radio

>> **Explore the risks.** Discuss with participants the potential risks of participating. For example, if people from their community read their story, will there be any negative consequences for the participant or their family? Remember we might not be able to control who gets access to the material once it is in the public domain and participants need to be aware of this.

>> **Data Protection and Right to withdraw.** The end of the consent form discusses how we will be the sole users of participants data, that it will be stored securely, only accessed by authorised ADD International staff and destroyed after 5 years. Explain to participants that they have the right to withdraw at any time with no fear of penalty or repercussions for their involvement in our work. Reassure them that it is absolutely okay to say, 'No.' You must leave your contact details so participants can get in touch if they want to withdraw at a later date. Similarly, remind participants that they do not have to answer any questions that make them feel uncomfortable - this is their story and it's up to them how they want to tell it. Nothing they say will impact the support that they receive.



Complete two copies of the consent form. Keep one copy of the consent form for our records, leave a second signed copy with the participant with your contact details so that they can get in touch if they want to withdraw. Remember, if you are working with children, or a very vulnerable adult, you will need to complete a consent form with them and their care giver or guardian.

WHO WILL MY STORY BE SHARED WITH?

ADD International shares its communication materials with supporters, with other charities, service providers and powerholders in your area, region, country and internationally. ADD International has a global audience and we cannot control who sees all of our communications materials. Please think about any risks to your safety of certain audiences knowing your story.

You can choose to have your real name published with your story or remain anonymous (in which case, we will use a false name). Please tick one of the following options:

- I am happy for my real name to be used
- I do not want my real name to be used

Are there any other restrictions that you wish us to apply or information that you don't want us to use (for example your location, the name of your organisation)?

DATA PROTECTION

The information that you provide here will only be used to contact you about sharing your story in our communications work. We will not pass the details recorded on this form on to any other organisation without your permission. The content we collect from you will be stored securely with only certain ADD International staff authorized to access it. All files will be given codes and stored separately from any names or other direct identification markers for you. **We will not store your data for any longer than 5 years.**

GET IN TOUCH WITH ADD INTERNATIONAL

If you have any questions or concerns, or wish to withdraw consent at a later date, you can get in touch with ADD International in the following ways:

- ADD International Contact: [contact name of the person collecting the content], [job title], [Country Office postal address] [email address].
- Partner Contact: [contact name of the partner], [job title], [postal address] [email address].
- You can also contact the ADD International UK Communications team on communications@add.org.uk

UPLOADING YOUR CONTENT TO SHAREPOINT.

ENSURING WE MEET OUR LEGAL SAFEGUARDING REQUIREMENTS.

For every photo, video or case study we share - whether on a funders report, a social media post, an event invitation - we must have informed consent for every person/people featured.

Additionally, every photo, video, case study and consent form must be anonymised and centrally stored on Sharepoint.

If we do not have a consent form and the content is not centrally stored on Sharepoint then it would be a breach of our safeguarding requirements to use that image, video or case study.

When you collect ANY casestudy, video or photo you must have a signed consent form from every person featured. For example, if you take a photo from an event - like the image on the right - in order to legally use this image you would need consent from every person whose face is visible. In this example we would need a signed consent form from the three speakers as we can see their faces and hence they could be identified by someone.



REMEMBER: If you do not have a signed consent form for every person featured in a photo/video/case study, and these are not all stored on our Sharpoint library, you can not use that content in any material.

2. HOW TO UPLOAD AND STORE YOUR CONTENT.

UPLOADING YOUR CONTENT TO SHAREPOINT.

All our content and consent forms need to be anonymised and centrally stored on Sharepoint.

We have created a communications landing page for every country team. Once you have collected content you can upload it here. The Global Services Communications team will then anonymise it and move it into the "Organisational Assets" library where anyone in the organisation can access it.

To upload your content here are the links you need:

BANGLADESH <https://addinternational.sharepoint.com/sites/ContentLanding-Bangladesh>


CAMBODIA <https://addinternational.sharepoint.com/sites/ContentLanding-Cambodia>

SUDAN <https://addinternational.sharepoint.com/sites/Contentlanding-Sudan>

TANZANIA <https://addinternational.sharepoint.com/sites/Contentlanding-Tanzania>

UGANDA <https://addinternational.sharepoint.com/sites/Contentlanding-Uganda>

GLOBAL <https://addinternational.sharepoint.com/sites/ContentLanding-GlobalServices>

A photograph showing the back of a woman in a pink shirt carrying a child on her back. The background is slightly blurred, showing other people and greenery.

A woman carrying a child,
Cambodia.

TELL US ABOUT YOUR CONTENT.

On each 'Content Landing Page' in the 'Source Content' folder is a pinned Excel worksheet called 'Content processing form'.

You must fill in this form with details for every document you are uploading whether it is a photo, video or consent form. If you are uploading 3 photos and 3 consent forms, then the Excel spreadsheet should have 6 completed rows with full details for every item.

For each image, video or consent form you must tell us the following:

CONTENT IDENTIFIER

FILE NAME: Mark in this column the name the document that you are uploading to Sharepoint is saved as, so that we can identify it.

FILE TYPE: Mark in this column whether the document it is a Photo, Video or Consent Form

CONTENT COLLECTOR

YOUR NAME: Mark in this column your name

CASE STUDY DETAILS

COUNTRY LOCATION: Mark in this column the country that the document is from

PROJECT CODE: Mark in this column the project code that the document relates to

PROJECT NAME: Mark in this column the project name that the document relates to

PROJECT THEME: Tell us what the theme of the project is if its not obvious from the name i.e., inclusive education or gender based violence

FEATURED PEOPLE: What is the full name of everyone featured in the document. If it is a photo with 4 people in it, then we need the

name of all 4 people. You must also upload separate consent forms for each person.

ROLE: What are the roles of everyone featured in the document i.e., are they a partner, an OPD leader, a young leader etc

ALTERNATIVE NAME: If the participant has requested an alternative name to be used for them please write the alternative name here

CONSENT SIGNED DATE: Mark in this column the date the consent form was signed.

CONTENT COLLECTED

CASE STUDY: Mark 'Y' if the content is a case study

PHOTO: Mark 'Y' if the content is a photo

VIDEO: Mark 'Y' if the content is a video

DATA USAGE

On each consent form we ask participants what they consent for their image/story to be used on. Please tick the relevant column to indicate the following:

PRESENTATIONS: Has the participant consented to us using their image in a presentation?

WEBSITE: Has the participant consented to us using their image on our website?

SOCIAL MEDIA: Has the participant consented to us using their image on our social media?

PUBLICATIONS: Has the participant consented to us using their image in our publications?

PRINT AND ONLINE MEDIA: Has the participant consented to us using their image in external print and online media?

TELEVISION AND RADIO: Has the participant consented to us using their image on TV and the radio?

PARTNER COMMUNICATIONS: Has the participant consented to us sharing their image with our partners?

ACCESSING CONTENT FROM OUR NEW MEDIA LIBRARY.




ALL OUR PHOTOS IN A SHARED LIBRARY.

Every photo and video that we have consent for is now stored in the “Media” library of “Organisational Assets” on Sharepoint. You can access the library here: <https://addinternational.sharepoint.com/sites/OrganisationAssets>

These are the **ONLY** images you should ever be using in **ANY** of your work.

If you are using an image or video that is not stored here you are potentially in breach of our legal safeguarding commitments. To find an image for your work you can filter by the column headings within the media library.

Media 

Name	Country	Project Code	Project Name	Content Type	Document Typ...	Usage	Gender	Keep Until
 18_CS_CAM_32_P1.jpg	Cambodia	PR0306	Preventing violence against women and girls	ADD Consent Media	Photo	Everything	Female	01/08/2023
 18_CS_CAM_32_P2.jpg	Cambodia	PR0306	Preventing violence against women and girls	ADD Consent Media	Photo	Everything	Female	01/08/2023
 18_CS_CAM_32_P3.jpg	Cambodia	PR0306	Preventing violence against women and girls	ADD Consent Media	Photo	Everything	Female	01/08/2023

WHAT THE DIFFERENT HEADINGS MEAN:

NAME: Anonymised file name

COUNTRY: Filter by country - including 'Global' if you need a picture from Global Services i.e., an image of Fred.

PROJECT CODE: Filter by project funding code

PROJECT NAME: Filter by project name

CONSENT TYPE: Filter by content type. We have two content types: 1. 'ADD Consent Media' this means it is a photo or video that contains an identifiable person and we have consent for it. 2. 'ADD Consent Free Media' this is an image/video that doesn't feature a person and is consent free i.e., it is a picture of a classroom or an accessible bathroom.

DOCUMENT TYPE: Filter by Photo / Video

USAGE: Filter by what we are allowed to use that image for. For example some case studies might request we only use their image on the website but not on social media. When an image is marked 'Everything' you can use it anywhere.

GENDER: Filter by Male / Female / Mixed

KEEP UNTIL: Consent lasts for 5 years and then it expires. The 'Keep Until' column tells you how long the consent on that photo / video is valid for.

Pushpa, Disability Rights
Activist, Bangladesh.



Before publishing a story or image, review the following:

- Is every case study and image from a participant that we have a signed consent form for?
- Do we have approval from the participants for their content to be used in the way that we intend to use it?
- You should never give out enough information in a case study about the person featured that they could be located. Only use their first name and region.
- If requested by the participant, have you changed their name? Remember names of children and victims of abuse should always be changed.
- Have we removed any mention of the participants specific location i.e. village or town. Reference to their region or country is fine.
- Are we showing any pictures of people that are at risk and therefore shouldn't have their photo's displayed? We should never feature direct photos of victims of abuse unless the participant is absolutely adamant that they want us to and there are no perceived risks to them if we make their image public – please see our 'Safe Communications with Abuse Survivors' guidelines and 'Safe Communications with Children' for further guidance.

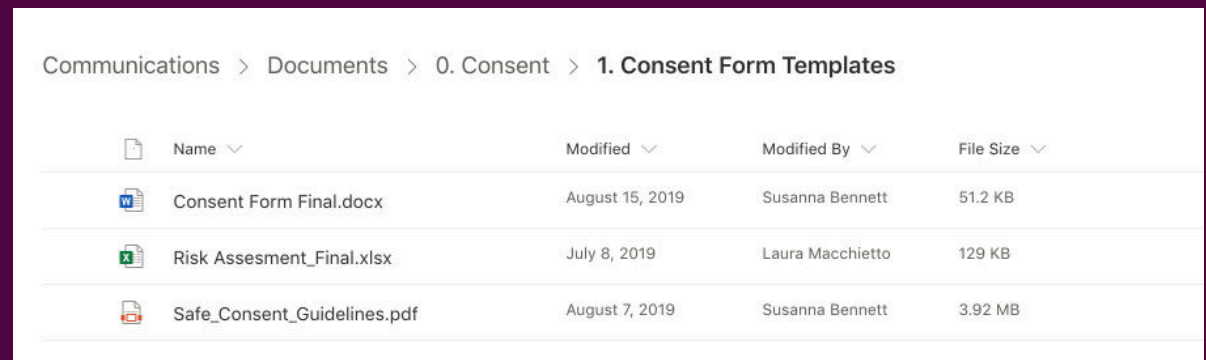
4. HOW CONTENT IS DESTROYED.

All consent forms and content older than 5 years will be hard deleted from our records and removed from our website. The UK Communications team is responsible for performing this audit as required.





WHAT HAPPENS WHEN WE DON'T HAVE CONSENT FOR A STORY?

Ideally we should never use content that we don't have consent for. But as we move from the old system to the new, there may be occasions when we use content that we do not have written consent for. In these scenarios you will need to complete a Risk Assessment form and get this signed up by the UK Communications Director and your Country Director.

The 'Risk Assessment' form is saved on the Sharepoint library.



Communications > Documents > 0. Consent > **1. Consent Form Templates**

 Name	Modified	Modified By	File Size
 Consent Form Final.docx	August 15, 2019	Susanna Bennett	51.2 KB
 Risk Assesment_Final.xlsx	July 8, 2019	Laura Macchietto	129 KB
 Safe_Consent_Guidelines.pdf	August 7, 2019	Susanna Bennett	3.92 MB



WORKING WITH OPD PARTNERS.

Remember all members of the implementing team - including project partners and OPDs - should be trained in 'Safe Communications' to the same extent as an ADD staff member.

Nanyanzi, Disability Rights Activist, Uganda.



WORKING WITH EXTERNAL VISITORS.

If an external person is coming to visit our projects to collect case studies please refer to the 'Working with externals' guidelines on Sharepoint and get in touch with the UK communications team.

Dick, Disability Rights Activist, Uganda.