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# Child Protection Guidelines for Public Relations

These guidelines apply to all written, verbal, visual, and audiovisual public communication by Childaid Network.

## Respectful Reporting

1. All representations of children and adolescents are based on the values of respect and equality and preserve the dignity of the persons depicted. They are portrayed as individuals with many facets, potentials, as well as in their strength and authentic life context. Reduction to a victim or other stereotypical role is avoided.
2. The persons depicted must be appropriately dressed (in accordance with their country of origin).
3. All recordings respect the privacy of the persons. Image, audio, and film recordings that violate the intimate sphere are excluded from publication.
4. In publications, only first names are used for the children depicted, where possible pseudonyms. Places of residence, schooling, or work of the persons depicted must not be stated or be inferable.

## Consent for Photos and Videos

6. Every person taking photographs or filming commits to obtaining, when recording children in projects, events, and other activities carried out by Childaid Network, preferably written and at least verbal consent from parents, legal guardians or other persons responsible for supervising the children. Consent for recordings is, where possible, obtained in advance. It is documented in writing and made accessible to the communications department.
7. In addition, the children being recorded are, where possible, asked verbally for their consent. In the case of verbal or non-verbal signs of stress, reluctance, or coercion, recordings are not made.
8. Obtaining consent includes informing about the use of the recordings. It is communicated that photos and videos may be published in order to generate donations for Childaid Network and to inform the public. Publication may take place both digitally (e.g. on the website) and in print media or at a Childaid Network event. Refusal of consent is possible without negative consequences. Withdrawal of consent is also possible at a later stage. In the case of printed materials, it will be taken into account in a reprint.

## Publication and archive

9. Childaid Network's child protection policy and its commitment to child protection are communicated in an appropriate manner to the public and to the children with whom Childaid Network works directly, for example at events and through digital and print media.
10. When publishing videos, it is ensured that no political, religious, or other statements are made that could endanger the children.
11. Photos or videos of children that contain geotagging data are not published, so that no conclusions can be drawn about the children's location.
12. If photos or videos are selected for publication, approval must be obtained from the communications department of Childaid Network, which reviews the suitability of the material from a child protection perspective. In cases of uncertainty regarding child protection, the Child Protection Officer is involved.
13. As soon as children's faces are clearly recognizable in the recordings, written consent from parents, legal guardians or persons responsible for the children's care must be available for publication.
14. The use of photos and videos already stored in the Childaid Network archives and taken up to the end of 2023 follows the principles described above. However, retrospective consent must not be obtained.