



Ethical Photograph Protocol

As a non-profit charity, all members of Hepatitis B Free have ethical and legal responsibility to comply with our photograph protocol. This is to protect the dignity and privacy of the community whom we aim to assist through medical aid, and is especially important when dealing with sensitive and confidential medical issues.

Before Photographing

- We must always receive consent from the subject of the photo, especially for close-up photos.
- We must have a clear and honest motive for shooting a particular frame:
 - To inspire hope and understanding
 - To expose wrongdoing or neglect
 - To advocate awareness of a community/health issue
 - To capture and express the character of a willing individual
- Note: It is not acceptable to use the photographs simply to harness pity. Using photographs to elicit feelings of guilt in a potential donor is dehumanising and disrespectful to the subject of the frame.
- We will not bribe subjects to feign despair, anger or other emotions to establish a false emotional pitch in our photographs. We will instead aim to capture honest emotions and moments in life.
- We will be respectful of the cultural values and wishes of the individual subject, and respect their wishes if they decline a photograph.

While Photographing

- We will not allow photographs to interfere with the quality or privacy of a medical consultation or examination. For example, photographing a subject from behind to show instead the face of the doctor during an eye examination, so as not to distract the patient.
- We will be humble, considerate and respectful, especially during private moments of grief. If required, we will take the photo from afar without being intrusive.
- We will only photograph a medical condition such as an injury or infection if there is a clear purpose for the photo after its capture. For example, showing the condition to a specialist who can advise possible treatment/provide further information. We will not take photos of patient's ailments simply for interest or fascination, as this is disrespectful to the dignity of the patient.
 - In such situations, we will aim to position the frame of the photograph so that only the part of the body associated is captured, without revealing the face or other identifying features. This is to respect the privacy and confidentiality of the patient.
 - We will ask for specific consent to photograph the ailment/affected area of the patient, and respect their wishes if they decline without asking for reason.
 - These photos are for medical purposes and not for publication.
- We will not photograph private areas of the body such as genitalia or breasts.

After Photographing

- We will use our photos to raise public awareness and not to exploit public sympathy.
- We will not publish our photos for commercial purposes.
- We will not publish photos which portray a patient as particularly vulnerable, or their suffering/pain in a way that is degrading or dehumanising.
 - If required, we will carefully and faithfully edit our photographs to blur out the face of a subject to protect their privacy and dignity.
- We will not manipulate our photographs in a way that misrepresents the original scenario. Any digital editing should be minimal, such as to enhance the contrast/adjust the lighting/colour balance of the photo.
- We will ensure that our photos document honestly what we believe to be the real situation of our subjects.

Reference: (Based upon)

“Ethics and Photography in Developing Countries”, Unite for Sight,
<http://www.uniteforsight.org/global-health-university/photography-ethics>, accessed 4/1/14