



**Glorious United For  
Rural Development**

## GURD Rwanda Photography, Personal Privacy, and Safety Policy

GURD RWANDA, NYAMASHEKE DISTRICT  
03RD AUGUST 2025



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# GURD Rwanda Photography, Personal Privacy, and Safety Policy

## 1. Introduction

At GURD Rwanda, we are deeply committed to upholding the dignity, privacy, and safety of all individuals involved in our programs, with a particular focus on the vulnerable groups we serve, including adolescent girls, children of teen mothers, and other at-risk community members. This policy establishes clear guidelines for the ethical use of photography, videography, and personal information, ensuring compliance with privacy standards and safeguarding the rights and safety of participants.

Our commitment to ethical media practices is an integral part of achieving our vision of attaining sustainable and transformative change for young people in rural communities. By ensuring that every individual is portrayed with respect and that their privacy is protected, we foster an environment that aligns with our mission to empower girls and women with the knowledge and skills they need to navigate life's challenges. This includes providing support in sexual reproductive health, addressing gender-based violence, improving educational outcomes, and creating socio-economic opportunities.

Through this policy, we ensure that photography and videography activities not only support the telling of powerful stories but also respect the rights and dignity of all those involved, helping us create a brighter, more just future for individuals and their communities.

## 2. Purpose

The purpose of this policy is to:

- Protect the privacy and personal data of individuals featured in photographs or videos produced by GURD.
- Ensure that informed consent is obtained from all individuals or their guardians before their images or personal information are used.

- Establish safe practices for photographing and filming vulnerable populations, particularly children, and those at risk.
- Outline the responsibilities of staff, volunteers, partners, and external photographers in upholding privacy and safety standards.

### 3. Scope

This policy applies to:

- All GURD staff, volunteers, and partners involved in capturing or using photographs or video footage during programs and activities.
- External photographers, journalists, and videographers contracted by GURD for specific events or projects.
- Any third-party use of GURD's media content, including publications, online platforms, and promotional materials.

### 4. Key Principles

- **Informed Consent:**

Consent must be obtained from all individuals or their legal guardians before taking photographs or video footage. Consent should be:

- Fully informed, meaning individuals understand how their images will be used.
- Freely given without coercion or pressure.
- Specific to the context in which the images will be used (e.g., for promotional materials, reports, social media).

- **Respect and Dignity:**

All photography and videography should portray individuals in a respectful manner that upholds their dignity. Images that might depict individuals in

vulnerable, distressing, or undignified situations must not be used without specific justification and consent.

- **Protection of Children:**

Special care must be taken when photographing or filming children. Images of children should never be exploitative or suggestive. The following guidelines apply:

- Consent must be obtained from a parent or legal guardian before taking photographs of children.
- Children should never be identified by name or other personal information unless explicitly agreed upon by the guardians.
- Group photos should be preferred over individual close-ups to ensure anonymity.

- **Confidentiality and Data Protection:**

Personal data and photographs are to be stored securely and only accessed by authorized personnel. Personal information, such as names, addresses, or other identifiers, must not be shared without explicit consent.

## 5. Procedures for Photography and Videography

### 5.1. Informed Consent Process

Before taking photographs or filming, staff or volunteers must explain the purpose of the media and how it will be used. Consent must be obtained and documented in the following manner:

- **For participants aged 18 and above**, a signed **Photography/Video Consent Form** (see Appendix A) must be collected.
- **For participants under the age of 18**, an **Assent Form** from the child (see Appendix B) and **Consent from a parent/guardian** must be obtained prior to taking any photographs or videos.

If verbal consent is obtained in spontaneous situations, a witness must confirm the consent, and it must be documented by the responsible staff member.

- Prior to photographing or filming, staff or volunteers must explain the purpose of the media and how it will be used.
- Consent forms should be signed by individuals or their legal guardians, detailing the scope of usage (e.g., website, promotional materials, reports).
- Where verbal consent is obtained (e.g., in spontaneous situations), a witness should confirm the consent, and it must be documented by the responsible staff member.

#### 5.2. Safety Considerations

- Photographers and videographers must ensure that their actions do not place individuals at risk or compromise their safety.
- When photographing sensitive situations (e.g., survivors of gender-based violence), avoid any media that could further stigmatize or expose individuals to harm.
- Images or video footage should not include identifiable information that could lead to negative repercussions for vulnerable individuals, particularly in sensitive cases.

#### 5.3. Responsible Use of Images

- Only use images for the purpose they were obtained. If the intended use of images changes, new consent must be obtained.
- GURD must ensure that images are not misused or manipulated in a way that alters the truth of the depicted situation or context.

## 6. Storage and Access to Media

- All photographs, video footage, and related personal data must be stored in secure systems, accessible only by authorized personnel.
- The use of cloud storage services or external platforms must comply with GURD's data protection and privacy guidelines.
- Images that are no longer needed for reporting or promotional purposes should be archived or deleted to minimize data storage risks.

## 7. External Photographers and Media

GURD may engage external photographers, journalists, or videographers for events or documentation purposes. In such cases:

- External photographers must be briefed on GURD's Photography and Privacy Policy.
- They must follow all consent, safety, and privacy procedures outlined in this policy.
- External media content must be reviewed by GURD's Communications or Management Team before public dissemination to ensure compliance.

## 8. Staff Responsibilities

- **Staff and Volunteers:**

All GURD staff and volunteers are responsible for ensuring compliance with this policy when capturing and using images or videos. They must be trained on the importance of informed consent and privacy.

- **Communications and Media Team:**

Responsible for ensuring that all media complies with ethical guidelines and that consent has been appropriately obtained and documented.

- **Program Managers:**

Program managers must oversee media collection during their respective activities and ensure that staff follow ethical photography and privacy practices.

### 9. Disclosure of Policy

Any misuse of this policy, such as failure to obtain consent or misuse of images, will result in corrective action, including potential disciplinary measures for staff and volunteers. External partners who violate the policy may have their contracts terminated, and further legal action may be considered if personal privacy and safety are compromised.

### 10. Policy Review

This Photography, Personal Privacy, and Safety Policy will be reviewed annually to reflect changes in data protection laws, technology, and organizational needs. Any necessary revisions will be communicated to all relevant parties.

**Approved by:**

**TUYISHIME Fidèle**

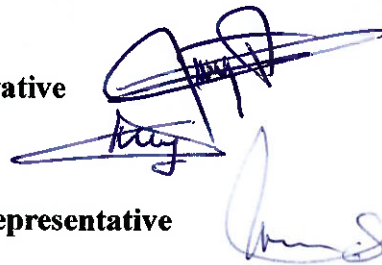
**Legal Representative**

**NTAKIYIMANA Elie**

**Secretary**

**UMUHIRE Maria Glorioso**

**Deputy Legal Representative**



Appendix

Appendix A: Photography/Video Consent Form (For Adults)

**Participant Consent Form**

We value your privacy and respect your right to control how your image and personal data are used. Please read the following information carefully and indicate your consent below.

I, ....., **consent to the use of my image, video footage, and personal information for the purposes outlined by GUARD Rwanda:**

- Use in promotional materials, reports, and social media.
- Use in publications and platforms that further GUARD Rwanda's mission of supporting and empowering young people in rural communities.

I understand that:

- My participation is voluntary, and I may withdraw consent at any time without penalty.
- My image and personal data will be stored securely and only used for the purposes outlined above.
- GUARD Rwanda will take reasonable steps to ensure my image is used respectfully and appropriately.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Contact Information:** \_\_\_\_\_

Appendix B: Photography/Video Assent Form (For Minors Under 18)  
Child/Minor Assent Form

We believe it is important to respect your rights and seek your permission to use your photograph or video in our work. Please read the information below and ask any questions if you need help understanding it.

I,....., **agree to let GUARD Rwanda use my photo or video in the following ways:**

- On websites, reports, and social media to show the good work GUARD Rwanda does to help young people like me.
- In materials that help other people learn about GUARD Rwanda's mission to support girls and women in rural communities.

I understand that:

- I can say yes or no, and it's okay if I change my mind later.
- My photo or video will be used to tell a story about how GUARD Rwanda helps people like me.

Signature of Child: \_\_\_\_\_

Date: \_\_\_\_\_

Parent/Guardian Consent for Minors

As the parent/guardian of

....., I understand and agree to allow GUARD Rwanda to use my child's photo or video for the purposes outlined above.

Name of Parent: \_\_\_\_\_

Signature of Parent/Guardian: \_\_\_\_\_

Date: \_\_\_\_\_