



**SISTERS OF THE GOOD SAMARITAN FOUNDATION**

**ETHICAL USE OF INFORMATION, STORIES AND IMAGES POLICY**

**Policy Governance**

Approver	Board of Directors
Mandatory Reviewer	Governance Committee
Owner	Executive Director
Review frequency	Every three years
Next review	August 2027

**1. Purpose**

This Policy sets out the rules which apply to the use of images, information and stories by the Sisters of the Good Samaritan Foundation (**GSF**) in all external and internal SGSF media.

**2. Principles and Values**

- a. GSF is committed to respecting the privacy of individuals as a reflection of their belief in the inherent dignity of all people.
- b. GSF seeks to maintain privacy through seeking appropriate permissions in using the images, information and stories of individuals in GSF media.
- c. GSF acknowledges and values the intellectual and artistic endeavours of all people and seeks to ensure that intellectual property and artistic works are used with appropriate permissions and acknowledgements.
- d. This policy is underpinned by the Good Samaritan Code of Practice and is informed by the GSF commitment to the safeguarding of children and adults at risk.
- e. GSF is committed to ensuring that all content, stories and information presented in a public or internal forum are transparent, truthful – not misleading and comprehensive - and contain all relevant facts.
- f. GSF is committed to promote integrity, honesty, and respect in all the images, content, information and stories we share internally and externally. This includes ensuring that the people featured in any materials created by GSF are portrayed in a way that respects their dignity, values, history, religion, language and culture.

**3. Scope**

- a. This policy applies to all GSF employees, volunteers and contractors.
- b. This policy applies to all internal and external GSF media and publications including but not limited to:
  - i. Websites

- ii. Social media
- iii. Newsletters
- iv. Brochures
- v. Promotional Material
- vi. PowerPoints
- vii. Videos

#### **4. What is an image?**

For the purpose of this policy an 'image' refers to a photo, video, a graphic (for example a logo), an image or reproduction of an artwork, a story, information, data or content.

#### **5. Policy Objectives**

- a. To obtain consistency in the use of images, information and stories across all internal and external GSF media;
- b. To respect the privacy and dignity of individuals;
- c. To demonstrate GSF's respect for intellectual property and artistic work in alignment with relevant legislation.

#### **6. Policy Actions**

- a. Consent forms are provided, signed and filed as necessary.
- b. Acknowledgement of the source of images is provided in alignment with this policy when images are used in all GSF media.
- c. The Executive Director is responsible for ensuring that all GSF media is prepared and promoted in keeping with the principles and values of this policy.

#### **7. Policy review**

This policy is reviewed every three years and will be checked against any relevant legislation.

#### **8. Procedure and Actions**

- a. Copyright/Permission to Use Photographs:
  - i. Original Photographs:
    - 1. When acquiring original photographs GSF must obtain written permission from the person who took the photograph(s) for the use of the image(s) in GSF media.
    - 2. The form marked Form 1 should be used.
    - 3. This form does not need to be completed where the person taking the photograph is an employee or contractor who undertook the photography as part of their duties.
    - 4. For any photographs/videos that include individuals (other than children or adults at risk), the photographer should make the subjects of the photo aware that the images may be used for GSF media and written permission must be obtained for their use.
    - 5. Photographs that include images of children or adults at risk may only be used once appropriate permissions have been obtained. Form 2 should be used.
    - 6. When a photograph includes an institution that is identifiable, permission to use the image must be sought from the appropriate authority of that institution.

7. Images that may compromise an individual or institution may not be used under any circumstances.
  8. When photographs are taken at public GSF events, participants will be notified that photos may be used for GSF media and will be provided the opportunity to request that their image not be included in GSF media.
  9. Photographs from GSF public events will only be sourced from authorised or official photographers.
- ii. Purchased Images
    1. Stock images that are purchased (for example via a website such as Shutterstock; Dreamtime; Getty images) must be used in accordance with the conditions of the license issued. Acknowledgement of the source of the image must be included according to the terms and conditions of the license.
  - iii. Free Images
    1. Images obtained from a free image website must be used in accordance with the conditions of the website or image source. Acknowledgement of the source of the image must be included according to the terms and conditions of the website.
    2. Images located via general web searches (for example Google Images) may not be used unless permission is obtained from the source/owner of the image. Acknowledgement of the image source must be included according to the terms and conditions agreed when obtaining permission for image use.
  - iv. If the origins of an image are unknown, using a reverse image lookup search engine may be helpful in locating the source. For example: <https://www.tineye.com/>; <https://images.google.com/> and/or <https://www.imageraider.com/>
- b. Copyright/Permission to Use Artwork
    - i. Images of artwork or original artwork sourced electronically may only be used with permission from the artist or owner of the copyright. Acknowledgement of the source of the work and/or the artist must be included according to the agreed conditions when obtaining permission of use.
    - ii. Images of original artwork owned by GSF may be reproduced according to the agreements made between GSF and the artist. If no agreement exists, permission for use of the images must be obtained from the artist or copyright holder prior to use.
    - iii. Photographs of public artwork (sculptures) - Artwork is considered public where it is in premises open to the public or permanently in a public place. Photographs or reproductions of public artwork are permitted to be included in GSF media without permission of the artist.
    - iv. For paintings or mosaics displayed in public places copyright conditions vary and must be checked prior to using the image.
  - c. Copyright/Permission to Use Music
    - i. Music used on videos, public events and PowerPoint slides may only be used with permission by the creator or owner of the copyright; except in such cases where music is obtained by a 'royalty-free website'. If obtained 'royalty-free', the website needs to be credited at the end of the slides or video.

- d. Images of or Created by Indigenous People
  - i. GSF acknowledge that there are particular customs and sensitivities around the use of images, art and music, stories and content created by Indigenous Australians and other indigenous peoples.
  - ii. GSF has created a separate guideline on how and when Indigenous images, art and music are to be obtained and reproduced. This guideline should be read and adhered to prior to using images of or by Indigenous people.

## **9. Captioning Images**

Prior to using an image, information or story permissions must be obtained. Appropriate acknowledgements must be included in any SGSF media for internal or external use.

## **10. Images of Children and Vulnerable Adults**

- a. No images of children and/or vulnerable adults are to be used without specific consent being obtained where the use of the image may cause the child or vulnerable adult to be recognised in breach of their privacy.
- b. Form 2 to this policy or similar consent must be obtained.

## General Permission to Use Images Form 1

I hereby authorise the Sisters of the Good Samaritan Foundation hereafter referred to as "GSF," to store and/or use photographs taken by me in GSF media.

If people (except children and adults at risk) are in the photographs taken by me I affirm that they have been made aware that the photo(s) may be used in GSF Media.\*

\*GSF Media includes but is not limited to the following:

- Websites
- Social media (eg Facebook, Twitter, Instagram, etc.)
- Newsletters
- *The Good Oil*
- Brochures
- Promotional Material
- Liturgical Booklets
- Prayer Resources
- Formation booklets and resources
- PowerPoints
- Videos

I confirm that I have not breached the privacy of an individual or institution and have sought permission of any person(s) or institution(s) identified in the photograph or story.

I hereby release GSF, its contractors, its employees and any third parties involved in the creation or publication of marketing materials from liability for any claims by me or any third party in connection with my participation.

If I withdraw permission at any point in the future I must inform GSF in writing.

Authorisation:

Printed Name: .....

Signature: .....

Date: .....

Street Address: .....

Suburb:.....State:..... Postcode: .....

## Photography Release for Children and Adults at Risk - Form 2

*To be completed by a parent, guardian or carer.*

I hereby authorise the Sisters of the Good Samaritan Foundation, hereafter referred to as the "GSF" to publish photographs or stories taken on (insert month, date, and year) of the child/children/adults listed below, for use in SGSF Media\*. There will be no identification of the child or adult in terms of name or contact details added to any publication.

I hereby release the Congregation, its contractors, its employees and any third parties involved in the creation or publication of GSF media, from liability for any claims by me or any third party in connection with my participation or the participation of the minor children or adults listed below.

If I withdraw permission at any point in the future I must inform GSF in writing.

\*GSF Media includes but is not limited to the following:

- Websites
- Social media (eg. Facebook, Twitter, Instagram, etc.)
- Newsletters
- *The Good Oil*
- Brochures
- Promotional Material
- Liturgical Booklets
- Prayer Resources
- Formation Booklets and Resources
- PowerPoints
- Videos

Authorisation:

Printed Name: .....

Signature: .....

Date: .....

Street Address: .....

Suburb: ..... State: ..... Postcode: .....

Relationship to Children: .....

Names and Ages of Minor Children:

Name: ..... Age: .....

Name: ..... Age: .....

Name: ..... Age: .....

Names of Adults

Name: .....

Name: .....

Name: .....