



Image policy

Garib Unnayan Sangstha (GUS)

Po: Kodalkati, Ps: Rajibpur, District: Kurigram,
Dhaka, Bangladesh.

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Image including photograph, video, logo, graphics and other visual materials is very important and powerful content. It includes ownership, copyright, reputation and security of individuals and community. Using images could be harmful if not very carefully dealt. Images can deprive the owner from its financial benefit, image can be harmful, offensive, demoralizing, undermining rights, defaming and other harms.

Definitions:

Meaning of 'Image' will include but not limited to any visual content including photography, video, logo, drawing, design, graphics etc. It could be available in print, drawing and electronic version.

Meaning of 'Using image' will include but not limited to printing and publishing, reproducing, inserting image to any electronic document, uploading to web site or social media, broadcasting over visual media, sending and receiving physically or electronically (e.g. email) hand over to any third party, using on signboard, renting, buying and selling, advertising etc. Using image may have financial or other benefit or may not.

Objectives:

1. To identify the scopes and challenges of using images for internal and external purpose.
2. To ensure the privacy of individuals and maintain 'do no harm'.
3. To practice recognizing the ownership of the images while using it.

Policy:

1. GUS will always examine if the image could be offensive or defaming for any individual or community before using it.
 - a. If not otherwise needed, GUS will be restrained from publishing offensive, seductive, provoking and disturbing image that might mentally hurt the viewer.
 - b. GUS will not publish or use any distorted, edited, modified or built-up image that could manipulate the truth.
 - c. GUS will not use any image that could defame anyone, undermine right of any individual, entity or community and create hatred.
2. As a non-profit and human right organization, GUS will not make profit out of any of its image. GUS will not sell or rent image for financial benefit. But, if there is any cost involved to obtain the image, it might claim the cost while handing over to other individual or organization.
3. GUS will appropriately pay (if bought or rented) to the owner of the image and take proper permission before using it. If not bought or rented but have proper permission to use, GUS will recognize the ownership through mentioning proper credit (e.g. printing the name of the owner).
4. GUS will always take proper and prior permission/ consent and explain the purpose to take any photograph or record any video of individuals or their properties.
5. GUS will promote human right, dignity and positive engagement through the images.

Md. Abdul Latif
Executive Director
Garib Unnayan Sangstha (GUS).

Md. Sajedul Islam
Chairperson - Board of Trustee
Garib Unnayan Sangstha (GUS)