INFORMED CONSENT PROCEDURE

1. Scope

Sight For All uses images, videos stories and case studies in a variety of communication and promotional materials to describe its projects and their impact, to raise awareness of the organisation's vision and activities, for fundraising and marketing purposes, for research activities, for donor and supporter purposes and to provide general information about vision impairment, blindness and eye health.

Images, videos, stories and case studies feature Fellows and project participants who are Sight For All's direct project beneficiaries. They also feature patients and their families who are indirect beneficiaries of Sight For All projects.

This Informed Consent Procedure outlines the processes to be followed to ensure that free, prior and informed consent is provided for all images, videos, stories and case studies collected by Sight For All representatives in Australia and in partner countries.

This procedure applies to Sight For All Australian and international staff/contractors, Visionaries, Fellows, volunteers, project participants and contracted videographers/photographers who may take photographs or write case studies as part of their role or contracted engagement with Sight For All.

For the purpose of this procedure, 'Organisational Leader' refers to the most senior employed officer of the organisation (eg: CEO or General Manager).

The Sight For All Organisational Leader and Management Team have responsibility for reviewing this procedure and its supporting documents on a biannual basis.

2. Purpose

This procedure provides a practical guide for use by staff, Visionaries, Fellows and engaged contractors in Australia and partner countries of the process to follow to ensure free, real and informed consent is provided prior to images being taken and personal stories collected.

This procedure outlines the steps to be taken for the storage and approval of images and stories to enable quality control and safe storage mechanisms.

3. Informed Consent

Informed consent is when an individual agrees to being photographed, filmed or having their personal story shared after they have been provided with clear information about the possible use and implications of publishing the material. This Informed Consent Procedure outlines the process that Sight For All follows in collecting and recording real, prior and informed consent.

In gathering consent from an individual to use their image, story or that of their child or family member, Sight For All representatives must provide enough information to them so that they can make well informed decisions without experiencing any pressure to commit to their image being taken or story being shared.

Staff, Visionaries, Board Directors, Fellows, project participants, volunteers and contractors/ consultants provide consent of their own images and stories being taken and shared as part of the Photographic Consent Form they sign upon engagement.

4. Guidelines for Ethical Communication

Sight For All has an Ethical Communications Policy which exists to ensure that:

- Information disseminated is accurate, truthful and timely.

- Images, videos, stories and case studies that are collected and shared are done so in line with the Ethical Communications Policy, the Ethical Decision-Making Framework and other key policies and procedures such as the Informed Consent Procedure, Privacy Policy, Code of Conduct Policy and Child and Young Person Protection Policy.
- Images, videos, stories and case studies that are shared portray individuals and their communities in respectful ways to deliver the commitments outlined in the Ethical Communications Policy.

Sight For All's Ethical Decision-Making Framework is included in the Ethical Communications Policy. Through the Framework, project beneficiaries, indirect beneficiaries and stakeholders are protected and respected, and trust in Sight For All is maintained.

The following requirements are to be followed when taking photographs, or undertaking filming of children and adults:

- People are to be portrayed in respectful manner that honestly demonstrates their personal experience and provides context as to their connection to the Sight For All project
- Images and messaging cannot manipulate a story or case study by portraying people in a pitiful way or that exaggerates or embellishes the work of Sight For All
- Never take or include images of children where they are not adequately clothed or in poses that could be considered sexually suggestive
- Images must be an accurate reflection of the facts and context
- When telling a story or 'setting the scene' for a case study, participants should be portrayed in activities that are reflective of their daily life
- The blurring of landmarks or well-known structures should be considered if including them may potentially identify the individual's personal place of residence
- Images and stories should not be focused on an individual's suffering, rather the focus should be on the context of the situation
- Images and stories should be an honest portrayal of the local people in terms of their age, disability and other marginalised groups
- Free, real and informed consent is to be provided in all circumstances, following the process outlined in this procedure and by providing details and examples of where their image may be used and how it may be shared
- Cultural sensitivities are to be considered when requesting informed consent and in the context of the image and story
- Provide the individual with an opportunity to decline having their photo taken or story shared (it is ok to say no)
- Unless inappropriate to do so, the names of people conveyed in images and stories should be used to provide context and give the individual an identity
- Consider using local spokespeople to demonstrate the local people that are involved with Sight For All projects
- Ensure opportunities for critical reflection from partners and communities and an examination of Sight For All values
- Quotes used should be accurate and not manipulated or altered for the purpose of suiting the required communication
- Where a translator is to be used, they should be competent and fluent in both languages.

When an individual does not provide consent, the images, story or case study cannot be shared in any way.

5. Consideration of Risk

Sourcing images and using them safely requires a risk based approach that considers implications including:

- Creation of a digital identity of a child

- Sourcing an image of a survivor of trafficking
- How geo-markers of an image could be used to track children
- How a child or person in a vulnerable position gives or withdraws consent
- How to ensure an adult understands what is being asked of them
- Whether an adult or child is being put at risk by being included in an image.

6. Collecting Informed Consent

Sight For All representatives are required to follow the process for informed consent included in the steps listed below and as outlined in the *'Process for Collection of Informed Consent'* as attached to this procedure as **Appendix A.** This process and the use of the *Informed Consent Resource Kit* is a requirement for Sight For All representatives on all occasions when collecting informed consent. The Informed Consent Resource Kit is attached to this procedure as **Appendix B.** These documents are available in English, Burmese, Khmer, Laotian, Mongolian and Fijian.

The information to share with an individual to ensure they understand and to ensure real, free and informed consent in **all cases** are:

- Why do we collect stories and images
- Where the images/stories may be used
- That their photo/story may be seen worldwide for many years after it has been used by Sight For All
- That they can say no to having their photo taken and story told
- That they can change their mind at any time by contacting Sight For All
- That with the internet, Sight For All cannot control the fact that their story or image may remain online.

7. Photographs of Children and Young People

When taking images, videos, or sharing stories and case studies of children, young people or those who are vulnerable, Sight For All's Child and Young Person Protection Policy and DFAT's Child Protection Policy must be adhered to. This is in addition to this procedure, the Sight For All Ethical Communications Policy and Ethical Decision-Making Framework.
Sight For All requires mandatory informed consent from a child or young person's parent or guardian, in addition to gaining consent from the child or young person themselves.

8. Recording and Storage of Images

Sight For All uses JotForm to securely store photographs and images and their associated signed consent form. The link to the online portal is https://form.jotform.com/203160501040837
The photo consent form portal allows for the following information to be captured: type of media, country, project name, location, date of photo, who is in the photo, information about the photo and the name and email address of the person submitting the image. T

The following file naming convention is to be used for photos being uploaded:

- Type Location Project Subject Date, e.g. Photo Laos PO ROP Screen C Carrillo 3Sep2025

If video is taken, due to file size, these are to be uploaded to the appropriate project folder in Teams, then a link to the file is to be copied and pasted into the online Photo & Video Consent Form. Videos should be named using the same file naming conventions as photos:

- Type Location Project Subject Date, e.g. Video Laos PO ROP Screen C Carrillo 3Sep2025

The following file naming convention should be used for signed consent forms:

- Consent [Individual's Name] Date e.g. Consent Cesar Carrillo 3Sep2025

If non-English language consent forms are uploaded, staff are to declare in the form that the information they are uploading accurately reflects the signed consent being uploaded.

9. Sharing of Confronting Images and Stories

The nature of the work undertaken by Sight For All results in there being some cases where photographs or video of an adult or child can be medically graphic or can demonstrate surgical procedures. These images can be confronting, and their use requires careful consideration and sensitivity. When images of this nature have been identified, their reproduction and use require approval by the Organisational Leader and Board Chair, who may also instigate discussion with the Board of Directors and Marketing Committee. In all cases, this procedure along with the Ethical Communications Policy and Ethical Decision-Making Framework must be followed.

10. Term of Informed Consent

Sight For All has a suite of historical images, videos, stories and case studies. Some of these are between 10-15 years old. The use of these images is assessed on a case-by-case basis at the discretion of the Marketing staff/contractor, Organisational Leader and/or Chair of the Board.

When deciding to publish a historical image, the staff /contractor using the image and Organisational Leader (with support from the Chair or Marketing Committee if required) will review the image to ensure it is:

- Respectful of the individual
- Respectful of the project/circumstance it is being used for
- Respectful of the individual featured by way of age, gender and cultural sensitivities.

11. Term of Informed Consent

Withdrawal of Consent

If an individual or parent or guardian of a child or young person withdraws consent of an image on social media or the internet, Sight For All will comply where possible. However, indivduals must be aware that Sight For All does not have any control over where the image may have been used by others.

12. Images taken at Fundraising Events

Sight For All hosts fundraising events that are attended by supporters and members of the public. For all events where a booking system is used, terms and conditions will state that photographs/videos may be taken at the event and may be used for marketing purposes. The booking form will have an 'opt-out' option should the individual not consent to their photograph being taken.

13. Images taken at Australian Community Eye Health Presentations

Sight For All's Community Eye Health Awareness projects involve the delivery of educational presentations to community groups. When a Sight For All representative (ie: the Australian Projects Manager) attends a presentation for the purpose of taking images, the participants will be advised and their consent for the image to be taken will be collected following Sight For All's usual process.

14. Training

Sight For All provides comprehensive training to Australian and international staff, Visionaries, Fellows, project participants and volunteers to ensure clear understanding of the process for collecting free, real and informed consent. This training includes:

- Specific training for staff
- Good Development Practice Workshops, including a compulsory assessment
- Visionary and Fellow Handbooks
- Sharing of this procedure and the Ethical Communications Policy.

15. ACFID Fundraising Charter

As a member of the Australian Council for International Development (ACFID) Sight For All adheres to the ACFID Code of Conduct. As a signatory to the Code, Sight For All also adheres to the ACFID Fundraising Charter. Having a clear, ethical decision-making framework in place that aligns with our values and the ACFID Code of Conduct is a requirement of adhering to the ACFID Fundraising Charter. This particularly includes:

- A commitment to portraying affected people in a way that respects their dignity, values, history, religion, language and culture
- A process that integrates a range of key staff in the organisation (e.g.: communications, planning, child protection and CEO) in decision making where appropriate
- Clear responsibilities for approval for public use of images and messages
- A process which recognises and balances both donors and affected people, but which gives primacy to the primary stakeholders.

The means by which Sight For All adheres to the ACFID Fundraising Charter are demonstrated via the Ethical Communications Policy, Ethical Decision-Making Framework and this Informed Consent Procedure. The Sight For All Organisational Leader reports annually to the Board of Directors on the organisation's compliance to the ACFID Fundraising Charter.

16. Complaints about Promotional Materials

Sight For All's Complaints Handling Policy is available on the Sight For All website, along with fact sheets about how to make a complaint translated into various languages. Individuals wishing to make a complaint about promotional material (including content) can do so following the mechanisms outlined in the policy. This includes making a complaint to the ACFID Code of Conduct Committee should the complaint be related to the Code and unresolved by Sight For All. The Compliants Handling Policy also provides guidance for children and young people to make a complaint.

Sight For All's Operations Manager is the nominated Communications Focal Person and Privacy Officer.

17. Privacy

Sight For All's Privacy Policy outlines the way in which an individual's personal information is collected and managed to protect their privacy. The Privacy Policy is available on the Sight For All website.

18. Related Documents

- Appendix A – Process for Collection of Informed Consent
- Appendix B – Informed Content Resource Kit
- Sight For All Child and Young Person Protection Policy
- Sight For All Code of Conduct Policy
- Sight For All Complaints Handling Policy
- Sight For All Ethical Communications Policy
- Sight For All Fundraising Policy
- Sight For All Privacy Policy
- Sight For All Transparency Policy
- ACFID Code of Conduct
- ACFID Fundraising Charter.

19. Review

The Sight For All Informed Consent Procedure is reviewed biennially.

Sight For All Informed Consent Procedure
Approved by Sight For All Management
Version 2

Document Revision History		
Document Name	**Version #**	**Date Approved**
Personal Image Consent Procedure	1	17 November 2015
Personal Image Consent Procedure	2	15 November 2016
Personal Image Consent Procedure	3	17 November 2020
Personal Image Consent Procedure	4	14 September 2021
Personal Image Consent Procedure	5	11 March 2022
Informed Consent Procedure	1	29 January 2025
Informed Consent Procedure	2	18 February 2026

APPENDIX A
Process for Collection of Informed Consent

Process for Collection of Informed Consent

SIGHT FOR ALL
TEACHING THE WORLD TO SEE

The aim of this document is to provide an 'easy to understand' process for explaining Informed Consent to project indirect beneficiaries prior to taking photographs or video, or collecting stories and case studies. The purpose is to ensure there is clear understanding of where images and stories may be shared.

Sight For All collects images / film and stories of individuals supported through our projects

We do this to share information about our activities, educate the local and international community and raise funds to continue our work. Through people sharing their stories, we can help others understand how important our blindness prevention activities are and then we can help more people

We share this information via social media, in newsletters, on posters, in brochures, on our website, in our Annual Report.
We have some example of this to show you

Sometimes we share videos on television stations in Australia, in films and documentaries we produce and in waiting rooms of private practices of our supporting ophthalmologists

In providing informed consent, you need to understand that if we shared your photo or story on our website or in social media, we can take it down whenever you request us to. <u>But</u>, we can't control whether someone has taken a screenshot or photo of the story and how they might share it

This is why it is important you understand that you can say no to us taking your photo or sharing your story

If you do agree to us taking your photo/sharing your story, we will provide you with our contact details so that you can get in touch with us if you change your mind and would like us to stop using it

Don't forget, it's ok to say "No" to having your photo taken or sharing your story

SIGHT FOR ALL admin@sightforall.org +61 428 049 888 www.sightforall.org

APPENDIX B
Informed Consent Resource Kit

Examples of how your image may be used

SIGHT FOR ALL
TEACHING THE WORLD TO SEE

Stories published on our website

In our Annual Report

In our online Newsletter

SIGHT FOR ALL admin@sightforall.org +61 428 049 888 www.sightforall.org