

Safeguarding in CMS

Communications Policy

The safeguarding communication policy is for anyone who works for or is involved with CMS; this includes personnel: UK staff, UK volunteers, trustees and PiM.

Communication tools include printed publications, websites, photographic stills, slides, videos or social media, wherever and however they are stored. Storage includes the resource space photo library, the CMS website and various varieties of hard and soft copy at the CMS office in Oxford. It also includes PiM's own storage of visual images. The term images in this policy refers to photos and videos. The terms children, young people and adults at risk are used interchangeably.

The underlying principle of this communication policy is communication tools must respect the dignity and privacy of children and adults at risk while accurately raising public awareness of situations where children or adults are at risk.

Capturing and using images

- Images must respect the dignity and self-worth of the subject. Images must not be taken or used if they are dishonourable to children, such as sexualised, distasteful, those that show images of abuse, nakedness, death or extreme suffering.
- Photos should only be taken of children in appropriate clothing to the context. Those taking photos should avoid full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of the images being misused.
- Permission of the child (if they are of an age, understanding and possess the maturity to do so) or/and responsible adult, guardian or carer should be sought before the image is taken. The preference is written consent; please use the photo and video consent form in this policy. If written consent is not possible, verbal consent can be sought and noted when the image is stored. This should include how the image can be used; for example, in print media, on the internet, radio, etc. If verbal consent is agreed, it is understood that the person taking the image is held accountable for this and may be asked to produce the details of the consent.
- In institutional settings such as schools or hospitals where there will be a high number of children/vulnerable adults, permission should be sought from the institution/organisation and their safeguarding policy with regards to photos/filming followed. Where there is no policy, this communications policy for children and vulnerable adults should be followed. The photo and video form consent for institutions in this policy should be used, or as above verbal consent agreed and documented when storing the image(s). Where possible the individual's/parent's/guardian's permission should also be sought; where this is not possible every effort should be made by the photographer to not take pictures that would identify children/adults at risk. If any children are identifiable, a pseudonym should be used and images considered. In any discussions with regards to the use of a photo, the safeguarding manager can be consulted.
- The person taking the image should explain to the subject how the image will be used. If the subject says they do not want to be photographed, the photographer should not proceed. CMS do not agree with taking photos of those who do not want to be photographed. Images should not be shared on social media sites or websites without the permission of the subject.

- The person taking the image should note the name of the person and ensure this is recorded when the image is stored. If the name of the subject is not known or if using a name may have a negative impact on the life of the subject, a generic title should be used when storing.
- When using an image, the photographed subject should not be named if this will have a negative impact on the child or their carer(s). In this situation the name and visual identity must be disguised. For children who may have been the victims of abuse or rescued from violent circumstances, personal information and details that may identify them and increase any potential risk of harm to them must not be used. This includes giving specific details of their location, the child's full name or details of his/her family. Using a different name, pixelating the image and where possible using the district rather than the village name, for example, should be used instead.
- If using a professional photographer, permission of the photographer should be received with the understanding that the photographer received proper permission from the child and/or his/her parents or guardian.
- Images used must be truthful – they must not misrepresent a situation; for example, using an image that is unconnected to the work/project being described in accompanying text or is not part of CMS's work. Those taking the image should be confident, to the best of their knowledge, that the subject would regard the images and its use as truthful.
- All personnel should abide by the laws of the country with regards to taking and using photos, and be mindful of the cultural rules/taboo that may exist around taking people's photographs.
- When running a public event, the organiser should ask people to not share any pictures of children or vulnerable adults on social media, unless they have the person's expressed permission. If photos/video will be taken, people should be informed of this. If there are people who do not want their photograph to be taken at a public event, the photographer must be respectful of their wishes.

Storage

- At the CMS office, we will keep hard copies of images in a locked drawer and electronic images on our shared Resources area, which only UK staff have access to. If staff members use mobile phones or CMS cameras to take photos/videos, they must transfer them as soon as possible to the Resource Space and delete. Consent forms should be saved in the Comms section on the N/ drive and verbal consent notes on Resource Space.
- For PiM, any photos of children or adults at risk must be stored on an encrypted section on their laptop or mobile phone that is protected by a password. They should transfer any photos on digital cameras to a laptop and delete them from the memory card.

This policy document should be read in conjunction with CMS's overall safeguarding policy as well as the CMS code of conduct. These can be found on the CMS website.

Website and social media

- Screening of information to be pasted on the CMS website or a social media page should be done prior to posting. Everything on CMS's website/social media is to comply with CMS's Safeguarding Policy. It is assumed that all information on our website is in the public domain unless secured by a password.
- The CMS website and corresponding social media pages may use scanned images of children only in accordance with this policy. Photographs must have permission from the child/adult at risk and his/her parent/carer.
- Most personnel should not be in contact with children through social networking sites. However, if their role requires them to they must work with their line manager to agree on the reasons for this contact and if appropriate include this in a risk assessment. We advise:
 - The person's role should give them a legitimate reason to be in contact the child/young person for example, a youth worker.
 - The purpose of the communication should be considered, for example communicating to arrange a meeting time is appropriate, using social media for an extended pastoral situation would be inappropriate. The initial connection through social media should also be initiated by the child.

Accountability must also be considered. The PIM's line manager/members of their team should be aware of their contact with children through social media. If a personal, rather than a group social media account that is monitored by other team members, is used the PIM should be happy to provide access to their account to team members and/ or CMS personnel.

Photo and Video consent Form

I hereby give my consent to Church Mission Society to use my image and/or any interview statements from me in its publications, advertising or other media activities (including the Internet). This consent includes, but is not limited to:

- (a) Permission to interview, film, photograph, tape or otherwise make a video reproduction of me and/or record my voice;
- (b) Permission to use my name, or part of name (detail below);
- (c) Permission to use quotes from the interview(s) (or excerpts of such quotes), the film, photograph(s), tape(s) or reproduction(s) of me, and/or recording of my voice, in part or in whole, in its publications, in newspapers, magazines and other print media, on television, radio and electronic media (including the internet), in theatrical media and/or in mailings for educational and awareness.

I agree that my participation may be edited in your sole discretion; I consent to the use of my name, likeness, voice and biographical material about me in connection with picture publicity and related promotional purposes by CMS, and I agree not to bring or pursue any claim against CMS for misrepresentation or for invasion of privacy arising out of or in relation to the production, distribution, broadcast or exhibition of the completed media.

This consent is given in perpetuity, and does not require prior approval by me.

Signature:

Print name:

Email:

Phone:

Date: / /

If under 18:

The below signed parent or legal guardian of the above-named minor child hereby consents to and gives permission to the above on behalf of such minor child.

Signature:

Print name:

Email:

Phone:

Date: / /

Photo and Video consent Form

for institutions/organisations

I hereby give consent to Church Mission Society to use images and/or any interview statements from any person present at _____
(insert name of Institution/Organisation) in its publications, advertising or other media activities (including the Internet). All of the below permissions including use of names and any other identifiable information, with regards to children and adults at risk will be done in accordance with CMS's Safeguarding Policy. This consent includes, but is not limited to:

- (a) Permission to interview, film, photograph, tape, or otherwise make a video reproduction of anyone present at the time of filming and/or the recording of voices;
- (b) Permission to use names, or part of name (detail below);
- (c) Permission to use quotes from the interview(s) (or excerpts of such quotes), the film, photograph(s), tape(s) or reproduction(s) of people, and/or recording of voices, in part or in whole, in its publications, in newspapers, magazines and other print media, on television, radio and electronic media (including the internet), in theatrical media and/or in mailings for educational and awareness.

[Institution/Organisation] agrees that the participation of any person filmed may be edited in your sole discretion, and consents to the use of names, likeness, voice and biographical material about individuals from [Institution/Organisation] or filmed in connection with [Institution/Organisation] provided that such use is in accordance with CMS's Safeguarding Policy and in connection with picture publicity and related promotional purposes by CMS. [Institution/Organisation] agrees not to bring or pursue on its own behalf or on behalf of a third party any claim for invasion of privacy or misrepresentation arising out of or in relation to the production, distribution, broadcast or exhibition of the completed media.'

This consent is given in perpetuity, and does not require prior approval by me.

Signature:

Print name:

Email:

Phone:

Date: / /