

POLICY NAME: Photography Practices**APPROVED BY:** Naomi Bula**POLICY OWNER:** Communications**CATEGORY:** Communications**APPROVED:** July 1, 2025**REVISION APPROVED:** September 12, 2025**NEXT REVIEW:** September 1, 2029

1. INTRODUCTION

World Renew seeks to uphold the highest ethical standards in sharing the stories of individuals, families, and communities around the world. In doing so, we work to ensure proper consent is collected from all participants who choose to be photographed by World Renew before photos and video are taken. Currently, system updates are taking place that will enable World Renew to store signed digital records of beneficiary consent for all programs and countries where we work. In addition, World Renew seeks to adhere to a strict standard of limiting use of photography, video, and written testimony to events that have occurred within the last 5 years and switching out assets with older photography in a timely manner.

2. SCOPE AND PURPOSE

All photography and video that World Renew captures is required to reflect the dignity, diversity, and full scope of the people whom World Renew comes alongside as they walk the journey with their communities out of extreme poverty, crisis, or disaster.

World Renew will use this policy to ensure photography practices do not degrade individuals, families, or communities, while confirming their portrayal in marketing and communications materials is honoring lived experiences and desired representation.

3. STANDARDS OF BEHAVIOUR

Therefore, all World Renew staff members shall ensure:

- i. No person's likeness, voice, or name is used in our materials without deep and informed consent.
- ii. No child's likeness is used without the deep and informed consent of their parent or guardian.
- iii. No person's likeness, voice, or name is used in our materials if that use poses a threat, real or perceived, to that person's safety or the safety of their family.

4. KEY TERMS AND DEFINITIONS

Deep and informed consent requires that an individual understand the specific story that their likeness, name, or voice is helping to share, the kinds of platforms where this story

will be shown, as well as the freedom they have at any time to refuse use of that image and still participate in World Renew programming.