

# COMMUNICATIONS POLICY

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## POLICY AMENDMENTS

This is a working document and subject to amendment. This Policy will be available in English, Hebrew and Arabic.

Any suggestions about this Policy should be directed to the Rozana Australia CEO so changes can be considered. Any amendments or changes to the Policy will be submitted to the Board for endorsement.

The CEO is responsible for maintaining this document including updating confirmed changes, informing staff of the changes, and disseminating the latest version across the organisation.

Any changes or amendments involve the following steps:

- Updating the Document Version table on the first page;
- Updating the relevant provision in this manual;
- Replacing the updated version of the manual e.g., shared drives, Intranet;
- Printing a hard copy of the updated manual for the office;
- Communicating the changes to all staff; and
- Archiving the old version of manual.

## TABLE OF CONTENTS

POLICY AMENDMENTS .....	2
1. PREAMBLE .....	5
2. INTRODUCTION .....	5
3. PURPOSE .....	5
4. SCOPE .....	6
5. DEFINITIONS .....	6
6. COMPLIANCE REQUIREMENTS AND STANDARDS .....	7
7. ASSOCIATED DOCUMENTS .....	10
8. DOCUMENT CONTROL INFORMATION .....	11
APPENDIX A: ROZANA CONSENT FORMS .....	12
APPENDIX B: CHILD SAFEGUARDING AGREEMENT .....	14
1. INTRODUCTION .....	19
2. PURPOSE .....	19
3. SCOPE .....	19
4. VALUES .....	20
5. OTHER PROCEDURES AND POLICIES .....	20
6. MAKING ETHICAL DECISIONS .....	20
7. RISK ASSESSMENT .....	21
8. ROLES & RESPONSIBILITIES .....	23
9. ETHICALLY IMPORTANT MOMENTS .....	25
11. KEY ETHICAL ISSUES TO BE CONSIDERED .....	27
11.1. Connection to values, principles and rights .....	27
11.2 Human Rights .....	27
11.3 Children's Rights .....	27
11.4 Women's Rights .....	28

11.5 Disability Rights .....	28
12. PROTECTION .....	28
12.1 Protection of life .....	28
12.2 Protection of Health.....	28
12.3 Protection of Dignity .....	29
13. INFORMED CONSENT .....	29
13.1 Correct information .....	29
13.2 Clear comprehension.....	29
13.3 Voluntary consent .....	29
14. PRIVACY.....	30
14.1 Protection.....	30
14.2 Information storage.....	30
14.3 Access to information.....	30
15. AUTHORSHIP AND OWNERSHIP .....	30
15.1 Authorship.....	30
15.2 Copyright.....	30
16. FUZZY BOUNDARIES.....	31
16.1 Blurred boundaries .....	31
16.2 Content-Creator Responsibilities .....	31
16.3 Other people’s responsibilities .....	31
17. GOLDEN RULES .....	32
18. WHO TO TALK TO IF YOU ARE STILL UNSURE.....	32
19. DEFINITIONS .....	32
APPENDIX A: ROZANA INFORMED CONSENT CHECKLIST .....	34
APPENDIX B: ROZANA RISK ASSESSMENT CHECKLIST.....	34

## 1. PREAMBLE

This policy was written by Rozana in Australia. It may be used as a template across all Rozana offices. Rozana operates five offices registered in each of Australia, USA, Canada, UK and Israel, which are part of the Rozana Global Alliance. In this policy, 'Chair' means Chair of Rozana International. Unless specified otherwise the 'Board' refers to the board of Rozana Australia.

## 2. INTRODUCTION

Rozana's mission is to build bridges to better understanding between Israelis and Palestinians using the platform of health.

To achieve such an ambitious goal, we need to inspire and motivate many diverse stakeholders. Images and case studies play a vital role in helping us to do this by bringing our work to life and raising awareness.

The images we choose and the stories we write must represent our work accurately and show a true and authentic account of the ways in which people benefit from the work we do. Authenticity is key to upholding our reputation.

The gathering of images and case studies can cause harm if it is not carried out to a high ethical standard, and they can cause offence if sourcing them is intrusive or inappropriate. The use of images can also be counter-productive if they are reproduced inaccurately or with manipulation.

**Anybody gathering or using images for or on behalf of Rozana, or commissioning someone else to do so, must read the following guidelines before carrying out their work. Anyone commissioning a photographer or filmmaker or travelling with supporters or Directors taking images is responsible for ensuring that our ethical standard is adhered to at all times. . If in doubt as to whether you are using images and stories in an ethical manner, please refer to the Ethical Decision Making Framework in Appendix C, for clarification.**

## 3. PURPOSE

Rozana Australia communicates about its programs and their impact to a range of stakeholders, for reporting and fundraising purposes. This includes the production and distribution of communications materials such as annual reports, newsletters, donor updates and acquittal documents, promotional collateral, the Rozana website, social media platforms, television and radio interviews, and podcasts.

The purpose of this policy is to ensure that images and stories collected by staff, volunteers and partners are collected, sourced and used honestly and ethically, according to Rozana's values, and safeguarding and compliance obligations.

All stories and images collected and used must portray the people and communities, with whom Rozana works, with respect, dignity and accuracy. This policy is part of Rozana's accountability to its local partners and primary stakeholders whose stories and images it shares, to ensure that their rights, safety, dignity, privacy, cultural and religious beliefs are respected and protected.

Moreover, our photographs, videos and case studies are an expression of our approach to equality and non-discrimination; therefore, we must consider who we are taking photographs of. All individuals should be shown in a dignified way. This is particularly important for individuals who may face discrimination or exclusion. This may include, but is not limited to, older people, women, people with disabilities, and children. Photographers and filmmakers should ensure that they depict people who may be discriminated against as an integral part of society and the community.

#### 4. SCOPE

This policy applies to all Rozana staff, those who are engaged by Rozana to perform any part of Rozana's program activity, and anyone who is collecting, sourcing and using stories and images about these activities, including:

- staff;
- contractors/consultants;
- program volunteers;
- program sub-contractors or partners; and
- Directors.

This policy covers both still (photographs) and moving (video) imagery and recorded, transcribed or written interviews and direct quotes, collected by Rozana Representatives (as defined above). It applies to information, stories and images collected for research, evaluation, donor, supporter and public engagement purposes and all material published by Rozana about its projects and activities regardless of format.

#### 5. DEFINITIONS

**Stories** – the direct quotes, facts and personal details obtained during an interview and used in messaging, case studies, reports and communications.

**Images** – means still (photographs and illustrations) and moving (video and animation)

**Child** – is an individual below the age of 18 years.

**Content** — videos, photos, stories and interviews that may be used to illustrate any aspect of Rozana's programs and activities.

**Free, prior and informed consent** — a person understands why their image, story and/or personal details are being collected; where and how they will be used and over what period of time; that their participation is entirely voluntary; the potential risks and consequences of their image, name and words being published; and then agrees to Rozana collecting the content. The person feels free to say ‘no’ to their image or story being collected and understands that this will not negatively impact on the benefit they derive from participating in a Rozana program.

**Adequately clothed** — no full nudity; no genitals, nipples or naked bottom clearly visible; any partial nudity is appropriate to age and gender and relevant to the context and Rozana’s work

## 6. COMPLIANCE REQUIREMENTS AND STANDARDS

Rozana content must comply with:

- 1. Writing Style Guide and Brand Guidelines.** Rozana’s approval for all final versions of stories must be obtained from Executive Director, prior to publication;
- 2. Authority to Communicate:** No representative, associate, affiliate, employee, or agent of Rozana shall issue a media release, make an official statement, or otherwise communicate on behalf of Rozana to the media or any third-party organisation without express authorisation. The authority to communicate on behalf of Rozana is exclusively reserved for those individuals or positions explicitly referred to in the Delegation of Authority (DoA) Policy
- 3. Child Safeguarding Policy** as well as the **Child Safeguarding Manual** which include Rozana’s specific commitments relating to the photographing or filming of children and use of children’s images and personal information;
- 4. Australian Council of International Development (ACFID) Code of Conduct.** Rozana is committed to meeting the quality principles and commitments within that Code as it relates to the way that Rozana portrays local people that benefit from Rozana’s programs in communications about its work. (Principle 6: Communications); and
- 5. Department of Foreign Affairs and Trade (DFAT) Branding Guidelines** where appropriate, in relation to promotional materials that publicise DFAT-funded programs. <https://dfat.gov.au/about-us/corporate/Pages/logos-and-styleguides.aspx>.

Rozana staff, volunteers, Directors, contractors, sub-contractors and partners (hereafter referred to as Rozana Representatives) will be provided with a copy of this policy and be required to adhere to this policy when collecting content on behalf of Rozana.

Rozana Representatives will collect and use content ethically in line with the following minimum standards:

**(a) Stories and images collected from adult and children by Rozana Representatives will:**

- Depict people and their issues, experiences and lives respectfully and truthfully, retaining the intended meaning of the information they provide and ensuring honest visual portrayals.
- Protect the privacy and safety of people and their information by identifying people by first name only and in the case of children, not using their name (or using a pseudonym). All content will be accurately credited and captioned while also protecting people's privacy and safety;
- Present people in a respectful rather than vulnerable or demeaning way. This includes ensuring that images are taken of people that are adequately clothed;
- Respect people's self-worth, values, history, religion, language and culture, protects their rights and ensure they are portrayed with dignity and strength as active partners in their own development, with the ability to change. People will not be portrayed as victims or presented in a dehumanised manner;
- Authentically represent the environment, context, situation and people — the need, the proposed solutions, and the impact of Rozana's work. This will be done without embellishment, exaggeration, material omissions, manipulation or significant alteration to mislead audiences or to alter meaning, facts, concept or context;
- Be gathered in a respectful and sensitive way that does not exacerbate people's trauma, and respects cultural differences and local traditions, laws and restrictions; and
- Provide people, with whom Rozana works, with an opportunity to communicate their stories to Rozana, in their own words, without prejudice, judgement or fear of retribution, and also have the opportunity to seek information from Rozana about any aspect of the collection and use of content involving them.

**(b) Free, prior and informed consent of people will be obtained before collecting and using their personal information, stories and images:**

- Before stories and photos are collected, Rozana Representatives will obtain free, prior and informed consent from the person being photographed, filmed or interviewed using the **Rozana Consent Form (see Appendix A)**. For children in all circumstances, consent must be obtained from the child's parent and guardian. Where appropriate and possible consent must also be obtained from the child;
- The consent process will be explained clearly in the local language of the person whose consent is being obtained to ensure that their consent (if provided) is informed;
- Informed consent must be acknowledged in writing by the subjects if possible, and where not possible in writing by the Rozana person to indicate that verbal informed consent has been received. Where possible, the Rozana Representatives will record or film the consent process;



- Rozana will respect a person's right to refuse to be interviewed, photographed or filmed. If Rozana Representatives sense any reluctance or confusion, they should refrain from continuing the interview or taking the photo or video;
- Rozana will not provide payment or any other form of compensation to local people in exchange for their photograph or film to be taken or their information collected, and story told;
- Rozana will ensure that the content being used, and the associated permissions, are current and consistent with the terms of consent provided; and
- Rozana will stop using content when requested by the subjects to remove the content from circulation.

**(c) Stories and images will be stored securely:**

- All images and images will be securely stored, and only approved content published;
- All content developed will be approved by the Executive Director or their nominated representative prior to publication; and
- All stories and images that are collected by Rozana sub contractors or contractors will be handed over to Rozana staff at the end of a program activity and all information and images deleted from devices on which they are stored. Rozana sub contractors or contractors will not share stories and images gained during a Rozana program activity for personal use on social media or in public presentations without the written consent of Rozana.

**(d) Additional standards relating to children:**

In addition, when collecting stories or images of children, Rozana Representatives must adhere to standards outlined in the **Child Protection Policy** to ensure children are portrayed in a respectful, appropriate and consensual manner at all times. This means that when collecting children's stories and images must:

- Ensure that local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child;
- Obtain informed consent from the child's parent/guardian/caretaker of the child in all circumstances, and the child where appropriate and possible, before photographing, filming a child or using their personal information. At a minimum, informed consent means explaining to the parent/guardian/caretaker and child the implication, purpose and potential uses of the photograph, film or personal information. This consent should be documented using the **Rozana Consent Form (see Appendix A)**;
- Ensure that children are represented in a dignified and respectful manner (i.e., adequately clothed and depicted in a manner which is not vulnerable, submissive or sexually suggestive) in all photographs, films and videos;

- Ensure that images of children are honest and factual representations of the context in which they were taken;
- Ensure that file labels, meta data or text descriptions do not reveal identifying information about a child (such as a child's name) when sending images electronically or publishing images in any form; and
- Obtain Rozana consent before storing, transferring or using any images for evaluation, education, promotional and/or fundraising purposes.
- Sign a copy of the **Rozana Child Protection Policy & Child Protection Code of Conduct** (see Appendix B) to confirm they have read and will abide by Rozana's stated policies and procedures when working with children.

Rozana is committed to keeping children safe when collecting and using their images and personal information. Detailed guidelines on Taking and Using Visual Images and Personal Information of Children are outlined in the **Child Protection Code of Conduct**.

## 7. ASSOCIATED DOCUMENTS

Child Safeguarding Policy  
Child Safeguarding Code of Conduct  
Privacy Policy  
Rozana Consent Form  
HR Manual  
DFAT Branding Guidelines  
Delegation of Authority Policy

## 8. DOCUMENT CONTROL INFORMATION

Date	Version	Revised Description	Reviewed / Updated by
2021	V1	Created	Board of Directors
27 September 2023		Ethical Decision Making Framework added as Appendix C and referenced in Section 1.  Reference to DoA policy added to section 7  Reference to Authority to Communicate in Section 6.2	Board of Directors

## APPENDIX A: ROZANA CONSENT FORMS



### Rozana Consent Form - Adult

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

I give my consent for the images/footage, interviews and personal data collected to be used by Rozana and \_\_\_\_\_ (photographer /filmmaker).

I understand the following:

1. The material will be stored and transferred securely by Rozana and could be used on printed materials (including fundraising appeals, publications and annual reports) and online including in social media or the Rozana website.
2. The material could be used by Rozana's partners in advocacy, fundraising, campaigning and program work.
3. The material could be used in the press, such as in newspapers both printed and online
4. The material could be used by Rozana offices around the world.

Rozana is committed to upholding the rights of data subjects under data protection legislation. Rozana will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with Rozana and support its aims.

I understand that I can withdraw my consent at any time by contacting the local Rozana office or one of their partners.

Signed: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_\_\_

For more information see our Privacy Policy or ask a member of Rozana staff for a copy.

## Rozana Consent Form - Minor

Name of parent/legal guardian: \_\_\_\_\_

Signing on behalf of Name of child/children (under 18):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Location: \_\_\_\_\_

The child (over 12) named above understands what is being asked and has consented verbally.

I understand the following:

1. The material will be stored and transferred securely by Rozana and could be used on printed materials (including fundraising appeals, publications and annual reports) and online including in social media or the Rozana website.
2. The material could be used by Rozana's partners in advocacy, fundraising, campaigning and program work.
3. The material could be used in the media, such as in newspapers both printed and online
4. The material could be used by Rozana offices around the world.

Rozana is committed to upholding the rights of data subjects under data protection legislation. Rozana will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with Rozana and support its aims.

I understand that I can withdraw my consent at any time by contacting the local Rozana office or one of their partners.

Signed: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_\_\_

For more information see our Privacy Policy or ask a member of Rozana staff for a copy.

## APPENDIX B: CHILD SAFEGUARDING AGREEMENT



### CHILD SAFEGUARDING PROCEDURE

#### Child safeguarding declaration.

*To be read and signed by all Rozana representatives undertaking Rozana activities where they may have contact with children during their work.*

I, \_\_\_\_\_ have read and understood Rozana's [Child Protection Policy and Code of Conduct](#) and agree to adhere to the policy. In particular, **I will:**

- Treat children with respect regardless of race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability or other status;
- Not use language or behaviour towards children that is inappropriate, harassing, abusive, sexually provocative, demeaning or culturally inappropriate;
- Not engage children in any form of sexual activity or acts, including paying for sexual services or acts;
- Always ensure another adult is present when working in the proximity of children, unless in unexpected emergency situations;
- Not invite unaccompanied children into my home, unless they are at immediate risk of injury or in physical danger;
- Not sleep in close proximity to children that I have contact with through Rozana's work;
- Use any computers, mobile phones, video or digital cameras appropriately and never to exploit or harass children or to access child pornography through any medium;
- Refrain from physical punishment or any discipline of children that I have contact with through Rozana's work;
- Refrain from hiring children for domestic or other labour that is inappropriate given their age or development stage, which interferes with their time available for education and recreational activities, or which places them at significant risk of injury and any form of exploitation. Children should not be taken out of school to be photographed or filmed by staff on content gathering trips.
- Comply with all relevant local legislation, including labour laws in relation to child labour;

- Immediately disclose all charges, convictions and other outcomes of an offence that relates to child exploitation and abuse, including those under traditional law, which occurred before or occurs during my association with Rozana;
- Immediately report concerns or allegations in accordance with Rozana's procedures.

I understand that the onus is on me, as a person engaged by Rozana to use common sense and avoid actions or behaviours that could be construed as child abuse.

Rozana is committed to the safety and wellbeing of all children and/or young people who may come into contact with Rozana representatives. We support the rights of the child and will act to ensure a child safe environment is maintained. We encourage our staff, partners and volunteers to actively participate in building and maintaining a child safe environment.

**In taking and using images I will:**

- Take care to ensure local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child.
- Obtain informed consent from the child and parent or guardian of the child before photographing or filming a child. An explanation of how the photograph or film will be used must be provided.
- Ensure photographs, films, and videos present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive.
- Ensure images are honest representations of the context and the facts.
- Ensure file labels, meta data or text descriptions do not reveal identifying information about a child when sending images electronically or publishing images in any form.

Signed: \_\_\_\_\_

Date: -- -- / -- -- / -- -- -- --

# Ethical Decision Making

## Framework for Communications

### Table of Contents

POLICY AMENDMENTS .....	2
1. PREAMBLE .....	5
2. INTRODUCTION.....	5
3. PURPOSE.....	5
4. SCOPE.....	6
5. DEFINITIONS.....	6
6. COMPLIANCE REQUIREMENTS AND STANDARDS .....	7
7. ASSOCIATED DOCUMENTS.....	10
8. DOCUMENT CONTROL INFORMATION.....	11
APPENDIX A: ROZANA CONSENT FORMS.....	12
APPENDIX B: CHILD SAFEGUARDING AGREEMENT.....	14
1. INTRODUCTION.....	19
2. PURPOSE.....	19
3. SCOPE.....	19
4. VALUES.....	20
5. OTHER PROCEDURES AND POLICIES.....	20
6. MAKING ETHICAL DECISIONS.....	20
7. RISK ASSESSMENT .....	21
8. ROLES & RESPONSIBILITIES .....	23
9. ETHICALLY IMPORTANT MOMENTS.....	25



11. KEY ETHICAL ISSUES TO BE CONSIDERED .....	27
11.1. Connection to values, principles and rights.....	27
11.2 Human Rights.....	27
11.3 Children's Rights.....	27
11.4 Women's Rights .....	28
11.5 Disability Rights.....	28
12. PROTECTION.....	28
12.1 Protection of life .....	28
12.2 Protection of Health.....	28
12.3 Protection of Dignity .....	29
13. INFORMED CONSENT .....	29
13.1 Correct information .....	29
13.2 Clear comprehension.....	29
13.3 Voluntary consent .....	29
14. PRIVACY.....	30
14.1 Protection.....	30
14.2 Information storage.....	30
14.3 Access to information.....	30
15. AUTHORSHIP AND OWNERSHIP .....	30
15.1 Authorship.....	30
15.2 Copyright.....	30
16. FUZZY BOUNDARIES.....	31
16.1 Blurred boundaries .....	31
16.2 Content-Creator Responsibilities .....	31
16.3 Other people's responsibilities .....	31
17. GOLDEN RULES .....	32

18. WHO TO TALK TO IF YOU ARE STILL UNSURE.....	32
19. DEFINITIONS.....	32
APPENDIX A: ROZANA INFORMED CONSENT CHECKLIST .....	34
APPENDIX B: ROZANA RISK ASSESSMENT CHECKLIST.....	34

## 1. INTRODUCTION

Rozana's mission is to build bridges to better understanding between Israelis and Palestinians using the platform of health.

Images and personal stories about the people we work with play a vital role in helping Rozana engage with our donors and members of the public, helping to build awareness and raise donations to support the programs we run.

In collecting and using these images and stories, we have a responsibility to protect the people that we are depicting. Moreover, Rozana values the importance of self-determination and is committed to sharing information about our stakeholders in a way that accurately reflects their experiences while upholding their dignity and respecting their values, history, religion, language and culture.

Misunderstanding cultural norms and mismanaging storytelling content can harm both the people we strive to support, as well as our organisation. Possible risks might include: children being targeted by people seeking to abuse them; the personal reputation and confidence of people who've shared their stories being damaged if their stories are misused; our organisation suffering damage to our brand and reputation if we publish insensitive materials.

This Ethical Decision Making Framework (EDMF) is a proactive means of mitigating those risks and supporting ethical decisions about our communications.

## 2. PURPOSE

The purpose of this framework is to ensure that photos, videos and stories are collected, sourced and used honestly and ethically according to Rozana's fundraising, legal, ethical and compliance obligations and our brand values, and that they portray the people and communities, with whom we work, with respect, dignity and truthfulness.

## 3. SCOPE

This EDMF must be followed by everyone who collects and publishes stories at Rozana including all staff, volunteers, partner staff and governing body members.

It includes our offices in Australia and in affiliated offices in the UK, US, Canada and Israel.

The EDMF applies to visitors to our programs, and contractors and consultants such as freelance writers, designers, multimedia producers, fundraising consultants, partner organisations and other external parties using our stories, images, name or logo.

## 4. VALUES

Rozana's Core Values inform our choices. They identify those things that matter most to us as an organisation and provide a compass by which to steer our decision making and underpin our approach to storytelling. They include:

- **Respect:** We celebrate the unique perspectives and experiences of everyone and champion the rights of all to live in peace and dignity. Our stories are a-political and unbiased in their description of the communities we work with and serve. The stories and images we use respect their rights and values.
- **Integrity:** We are ethical, professional, transparent and honest in all our actions and in the way we depict the recipients of our programs and describe the impact of our programs.
- **Collaboration:** We believe we are stronger together and proactively seek to partner with local agencies, providers and communities to develop lasting, sustainable solutions. Our stories acknowledge and celebrate the work of our local partners and their important role they play in our success.
- **Equality:** We are committed to diversity, inclusion and access for all and do not discriminate due to race, religion, ethnicity, disability, age, gender or sexual orientation. The people and subjects we depict in our images and stories represent the full diversity of the people we serve.

## 5. OTHER PROCEDURES AND POLICIES

The EDMF should be used in association with Rozana's Communications Policy. It is also connected to its:

- Child Safeguarding Policy & Code of Conduct
- Privacy Policy
- Risk Policy
- Disability Inclusion Policy
- Gender Equality Policy
- Code of Conduct

## 6. MAKING ETHICAL DECISIONS

Ethical decisions can be very complex. When a situation has no clear 'right and wrong' answer, decision making can be difficult. This EDMF offers a roadmap for good decisions about the type of images and stories to collect and how these may be used.

It achieves this by setting out important questions and explaining when these questions ought to be asked throughout the storytelling process. It also explains who is responsible for having these discussions and what to do if a decision can't be made.

## 7. RISK ASSESSMENT

Rozana's risk management system is designed to identify the risks it faces and ensure it has measures in place to keep those risks to an acceptable minimum.

We assess the size or degree of risk by taking into consideration the potential impact to our operations, staff and stakeholders. Risks are ranked in a common and consistent manner using our Risk Matrix and then recorded together with our risk mitigation strategies in Rozana's Risk Register.

Rozana's Governance and Risk Committee oversee the Risk Management Policy and the organisation's exposure to risk. Performance of the risk management system and outstanding risk treatment actions are reported to the Governance and Risk Committee quarterly. Formal reviews of both the risk management system and the Risk Register take place on an annual basis and the Board assesses the effectiveness of the Risk Management Policy annually.

In developing this EDMF, Rozana has considered the risks associated with all its communications activities and how they might impact:

- Contributors and the communities in which we work in Israel and Palestine
- Staff and volunteers across the organisation
- Governing body
- Our partners and contractors
- Supporters and the general public
- Overall activities of Rozana
- The reputation of Rozana and other ACFID members

The following on-going risks have been identified in relation to external communications. For a full list which is updated quarterly by the Communications and Digital Marketing Manager, refer to the Rozana Risk Register:

Risk Category	Risk Sub-Category	Risk Description
Compliance	External Communications	Publishing stories or images of primary stakeholders without informed consent
		Using stories or images beyond agreed terms (both in terms of how it is used or when it is used)
Security	External Communications	Publishing identifying information about primary stakeholders (particularly women) which may put them at risk of physical or emotional harm
	External Communications	Publishing identifying information about children that makes them vulnerable to exploitation or harm
		Publishing images of children that makes them vulnerable to online exploitation
Security	Vendors/Contractors	Contractor who has taken images/videos reproduces these without consent and in a way that threatens the safety of primary stakeholders or Rozana's reputation
Ethical	External Communications	Publishing stories or images of primary stakeholders that are not accurate
		Failure to publish stories or images of marginalised primary stakeholders such as those with disabilities, thereby contributing to their marginalisation

Information Security	Security	Storing identifying information about primary stakeholders in a way that makes them vulnerable to illegal access
Reputational	External Communications	Publishing stories or images of primary stakeholders that are perceived as exploitive, sensationalist or factually inaccurate
		Publishing stories or images that are perceived as politically or religiously biased

## 8. ROLES & RESPONSIBILITIES

While all staff, volunteers and members are responsible for ensuring our communications are ethical, lawful and protect the person(s) depicted in images or stories, primary the following staff members are charged with assisting in the discussion of all ethically sensitive issues that arise in the creation and development of storytelling and communications content. Individual roles and responsibilities are outlined below.

Position	Responsibility
Program Manager	<ul style="list-style-type: none"> <li>• Liaison person between local communities and communications team.</li> <li>• Responsible for organising signed consent forms and ensuring all points in the Informed Consent Check List have been addressed (See Appendix A)</li> </ul>
Communications Manager	<ul style="list-style-type: none"> <li>• Collates &amp; Curates images and stories. (or oversees this process)</li> <li>• Generates content (or oversees this process)</li> <li>• Maintains the register for storage and codifying of images</li> <li>• Responsible for ensuring all points in the Risk Assessment Checklist have been covered (see Appendix B) and updates the Risk Register on Communications related Risks quarterly</li> </ul>
Child Safeguarding Officer	<ul style="list-style-type: none"> <li>• Responsible for any child protection issues that may arise</li> </ul>
Director of Development	<ul style="list-style-type: none"> <li>• Approves all stories and images related to fundraising</li> </ul>
Executive Director	<ul style="list-style-type: none"> <li>• Signs off on all marketing communications relating to the affiliate (newsletters, appeals etc)</li> </ul>
Chair	<p>1.1 Signs off on all policies or public statements on behalf of the organisation in either written documentation, website or social media, grant applications, and all marketing materials unless specifically delegated</p>



## 9. ETHICALLY IMPORTANT MOMENTS

This EDMF sets out the important questions we need to ask and explains when these questions ought to be asked throughout the storytelling and communications processes. It also explains who is responsible for having these discussions and what to do if a decision cannot be made. Below are seven ‘ethically important’ moments during the storytelling and publishing process, accompanied by key issues we could discuss at the relevant times.

	When	Issues To Discuss	Who
1. When Scoping a story	Developing a storytelling concept Scoping story leads	Connection to values (see section 12.1) Protection	Director of Development Communications & Digital Marketing Manager Program Manager
2. When Planning to gather content	Planning a phone/email/video interview Sourcing content directly from program staff and contributors	What are the ethical considerations? Is getting informed consent possible? (See Section 14) Protection of children and vulnerable persons (See Communications Policy and Child Safeguarding Policy)	Director of Development Communications & Digital Marketing Manager Program Manager Child Protection Officer
3. While on a content gathering trip and directly after	While on a content-gathering trip. This includes interviews for case studies, recording videos/the taking of photographs	Connection to values (See section 12.1) Honest portrayal Authorship and ownership (See Section 16) Fuzzy boundaries (See Section 17)	Director of Development Communications & Digital Marketing Manager Project Manager

		Privacy (see section 15)	
4. While creating the storytelling content	While creating materials to publish, such as writing a story, editing videos /photos, and writing social media content and e-newsletters	<p>Connection to values (see 12.1)</p> <p>Fuzzy boundaries (See Section 17)</p> <p>Informed consent (See Section 14)</p> <p>Protection and Privacy (See Section 13 and 15)</p> <p>Authorship and ownership (see section 16)</p>	<p>Director of Development</p> <p>Communications &amp; Digital Marketing Manager</p> <p>Project Manager</p> <p>Child Protection Officer</p>
5. When publishing a story	When publishing content on social media and via the website, print (such as DMs) and the news media	<p>Connection to values (See 12.1)</p> <p>Fuzzy boundaries (See Section 17)</p> <p>Informed consent (See Section 14)</p> <p>Protection and Privacy (See Sections 13 &amp; 15)</p> <p>Authorship and ownership (see section 16)</p>	<p>Director of Development</p> <p>Communications &amp; Digital Marketing Manager</p> <p>Project Manager</p> <p>Child Protection Officer</p> <p>Chair of Communications</p>
6. After publishing	Once a story is in the public domain	<p>Fuzzy boundaries (See Section 17)</p> <p>Informed consent (See Section 14)</p> <p>Authorship and ownership (see section 16)</p> <p>How long to store images and stories (see Comms Policy)</p>	<p>Director of Development</p> <p>Communications &amp; Digital Marketing Manager</p> <p>Project Manager</p> <p>Chair of Communications</p>

## 11. KEY ETHICAL ISSUES TO BE CONSIDERED

Below we have listed some key ethical considerations which are relevant for our communications processes along with some questions to help us reflect on and discuss these issues as part of the decision-making process as outlined above. Some of these questions may be easy to answer while others are best considered in conversations with others, as outlined in the framework above.

### 11.1. Connection to values, principles and rights

Our discussions should ask:

- Are the stories in line with Rozanas core values? (see section 5)
- Are we in keeping with our communications principles as outlined in our Communications Policy?

### 11.2 Human Rights

- Have we put the best interests of the contributor first?
- Have we respected the personal freedom and privacy of the contributor?
- Have we given the contributor control over how their identity and thoughts are portrayed?
- In the case of a child have we given the parent/guardian control?
- Have we ensured the content is accurate?
- Have we accurately translated the story or quotes from Arabic or Hebrew to English?
- Does the story accurately portray the context and underlying issues we are looking to address while not being sensationalist?
- Does the story properly draw a connection between the subject and the issue?
- Have we ensured we 'do no harm' to the contributor during the storytelling process?
- Are the power dynamics properly considered in the telling of this story?

### 11.3 Children's Rights

- Have we ensured the best interest of children have been put before the interests of adults and our organisation?
- Have we adequately protected children or vulnerable persons?
- Have we respected the rights of all to dignity and respect?
- Have we attempted to reduce stereotyping of children?

#### 11.4 Women's Rights

- Have we considered how women are portrayed?
- Are we empowering women and girls through this story?
- Have we given an adequate voice to women?
- Have we considered how sex-role stereotyping is portrayed?
- Have we considered the unique protection needs of women in this story?

#### 11.5 Disability Rights

- Have we given people with disabilities the opportunity to contribute to this story where relevant?
- Have we considered how people with a disability are portrayed?
- Have we considered how ableism has affected this story?
- When published, will this story be accessible to people with disabilities?

## 12. PROTECTION

Rozana puts the wellbeing of its stakeholders first. We explain how we protect our stakeholders in our:

- Child Safeguarding Policy
- Communications Policy
- Privacy Policy
- Risk Management Policy.

All staff and relevant stakeholders must uphold these policies. There are no exceptions. However, there are also context related issues that arise in relation to protection. The most pertinent of these are detailed below and should form the basis of our ethical discussions:

#### 12.1 Protection of life

The following questions should be posed:

- Could the contributor's life or safety be put at risk by sharing their story?
- Do we know enough about the contributor's history to make a confident assessment of their safety?

#### 12.2 Protection of Health

- Could the contributor's health be put at risk by sharing their story?
- Could the contributor risk being cut off from important services by sharing their story?

### 12.3 Protection of Dignity

- Could we be putting the contributor or their community at risk of vilification?
- Have we considered how the contributor's family, friends and community might feel about the communications content?

## 13. INFORMED CONSENT

Rozana's informed consent process is clearly defined and outlined in our Communications Policy. All staff and stakeholders must follow this process. There are no exceptions. However, there are also context-specific issues that arise in relation to informed consent. Our discussions should ask:

### 13.1 Correct information

- Have we provided all the necessary information to the person providing consent?
- Have we shown the person providing consent examples of how the story might be used (including where it may be published and who will see it)?
- Have we consulted with the right people (including children's guardians, teachers and community members)?

### 13.2 Clear comprehension

- Does the contributor or the person giving consent fully understand the risks associated with sharing and publishing the story?
- Have we given the individuals involved enough advance notice about the project?
- Have we explained the communication process in a way the contributor fully understands (including children where practical), using the best-possible language?
- Is there a point of contact at Rozana Israel's office for the individuals to discuss any issues arising?

### 13.3 Voluntary consent

- Is there a power imbalance between the contributor and the organisation or individual staff members?
- If there is a power imbalance, can you describe it?
- If there is a power imbalance, how can we reduce it?
- Does a power imbalance prompt the interviewee to make certain allegations?
- Can we authenticate any allegations?
- Is there an element of duress in the contributor's consent?
- If there is an element of duress, how can we address it?
- Are we confident that the contributor understands that they are able to withdraw their consent at any time?

## 14. PRIVACY

Rozana values and upholds the privacy of those who contribute to our communications. All staff, governing body members, partners and volunteers must abide by our Privacy Policy. However, there are also context-related issues that arise in relation to privacy. Our discussions should ask:

### 14.1 Protection

- Have we adequately protected the privacy of the contributor?
- Have we discussed how the contributor's story may expose them to the public?
- If appropriate, have we adequately concealed the name, location and visual identity of the contributor?

### 14.2 Information storage

- Have we safely and securely stored the contributor's personal information?
- Does the contributor understand how their personal information is stored and used?

### 14.3 Access to information

- Who has access to the contributor's information and are they aware of who can access it?
- Have we explained how the contributor can access their personal information, make amendments to their story and withdraw consent?

## 15. AUTHORSHIP AND OWNERSHIP

We respect the right of contributors to control their stories. We respect the right of contracted writers and photographers to moral ownership of their works. While we always abide by our Privacy Policy, there are some discussions that can help us understand our responsibilities regarding authorship. Our discussions should ask:

### 15.1 Authorship

- How will contributors be acknowledged when publishing their stories?
- Does acknowledgement of authorship have implications for the privacy or anonymity of contributors?
- What ethical obligations do contributors and content creators have to the truthful representation of stories and data? To the best of our knowledge are they telling the truth?

### 15.2 Copyright

- Who owns the copyright of our communications content?
- Are there any conflicting copyright claims for communication materials we have published (or are seeking to publish)?

- How do we ensure contributors and content creators understand their legal rights?

## 16. FUZZY BOUNDARIES

The communications process is often built on relationships, and sometimes the network of relationships is complex. We acknowledge that relational boundaries between contributors, content collectors, program staff and others can become blurred. In addition, the stories they create may be used to serve multiple purposes, such as fundraising, advocacy, and community engagement. This blurring of roles and purposes is referred to as ‘fuzzy boundaries’.

### 16.1 Blurred boundaries

- How do we respect the personal relationships (and possible friendships) developed during the project?
- How do we respond to any blurred roles and relationships during the course of the project?
- What impacts do blurred roles have on the ethical conduct of the project?
- Can content collectors, contributors or others become personally over-invested?

### 16.2 Content-Creator Responsibilities

- How should we develop a relationship with the contributor?
- Should we explore how our unconscious biases affects this project?
- How might we change the storytelling process as a result of exploring our unconscious biases?
- What are the moral responsibilities that fall directly on the content collector?

### 16.3 Other people’s responsibilities

- What are the different roles of those involved in the storytelling project?
- Does everyone in the project understand their role and others’ expectations of them?
- How do different people involved in the project see the purpose of the storytelling project? If there are different perspectives, how do we manage any conflicts?
- How do we respect the personal relationships (and possible friendships) developed during the project?
- How do we respond to any blurred roles and relationships during the course of the project?
- What impacts do blurred roles have on the ethical conduct of the project?
- Can content collectors, contributors or others become personally over-invested?

## 17. GOLDEN RULES

During the entire storytelling and publishing process, we keep these questions in mind:

1. If we share this story, will this person be safe?
2. If we share this story, will this person feel respected – by themselves and by others?
3. If we share this story, will this person be empowered?

## 18. WHO TO TALK TO IF YOU ARE STILL UNSURE

Making decisions about some of these issues can be difficult. There may be times when we are unsure whether an image, story or information should be used even after discussing the key issues and reviewing other policies and guidelines. If you have discussed the questions outlined above and need more information to make a decision, the relevant contact points are detailed below:

Program Manager	Diana Shehade	<a href="mailto:Diana@projectrozana.org">Diana@projectrozana.org</a> <b>+972 50-420-5029</b>
Communications Manager	Mohammad Asideh	<a href="mailto:mohammad@projectrozana.org">mohammad@projectrozana.org</a>
Rozana Australia CEO	Rosemary Carrick	<a href="mailto:rosemary@projectrozana.org">rosemary@projectrozana.org</a> <b>+61 434 354 396</b>

## 19. DEFINITIONS

**Content gatherer:** Someone who documents a contributor's story via photographs, videos, oral interviews and written testimony.

**Content:** What stories are made of. Content can include copy, images, sound, video and data.

**Contributor:** Someone who shares their storytelling content with an organisation that intends to publish their content. In the context of not-for-profit organisations, contributors are usually program participants, staff, volunteers and members.

**Copy:** Written words and numbers.

**Cultural norms:** Informal understandings of group conduct that govern the behaviour of members of a society.

**Images:** Two-dimensional visual representations. Images include 'still' images such as photographs, artworks and illustrations, and 'moving' images such as videos, animations and GIFs.



Informed consent: When a contributor grants permission to publish their story with full knowledge of the possible consequences, including possible risks and benefits. Informed consent must be granted without duress.

Primary Stakeholder: (Also referred to as “Contributors”), those who benefit in whatever way from the implementation of the project. Distinction may be made between:

(a) Target group(s): The group/entity who will be directly positively affected by the project at the Project Purpose level.

(b) Final beneficiaries: Those who benefit from the project in the long term at the level of the society or sector at large.

Unconscious bias: A bias we are unaware of, and which happens outside of our control. It is a bias that happens automatically and is triggered by our brain making quick judgments and assessments of people and situations. It is influenced by our cultural environment and personal experiences

## APPENDIX A: ROZANA INFORMED CONSENT CHECKLIST

### Informed Consent Checklist

- Have you explained how and where images and stories will be used and stored, over what period of time, showing examples where possible?
- Is the consent informed and has it been given freely, without coercion? If not, Rozana cannot use the material.
- Have you given the person an option not to appear in your photo/film/story? Do they understand they can withdraw their consent at any time, even after you have left? Have you given them the contact details of a local Rozana staff member or partner staff member if they wish to change their consent?
- Do they know the options for hiding their identity if they wish to remain anonymous (for example, through creative photography or filming, using a pseudonym, disguising their voice, restricting publication to a particular region or context)?
- Does the person understand that there are no repercussions from the program perspective, if they choose not to participate?

## APPENDIX B: ROZANA RISK ASSESSMENT CHECKLIST

### Risk Assessment Checklist

- Could publishing of the person's name, image or comments place them in danger or at risk of harm? Consider the sensitivities surrounding disclosing the identity of the person (for example police attention, family relations, stigmatisation or violent retributions the subject with Rozana staff and local partners?)
- Have you discussed the potential consequences of identifying the subject with Rozana staff and local partners?
- If the subject is an adult and they are keen to share their story, have you discussed and agreed to ways to hide their identity and process for changing any terms of consent?
- IF THERE IS A REAL RISK TO A PERSON, DO NOT TAKE OR USE THEIR PHOTO – THIS IS PARTICULARLY IMP**