

### Photography Guidelines for Grantees:

Images play a vital role for the Fund in raising awareness of and support for the work of the Order. We are very grateful for the images supplied to us by entities of the Order who have been awarded grants and supported by the Fund.

We ask that images supplied to us are collected truthfully and sensitively, and show accurately and respectfully how people live and the nature, scope and impact of the Order's work.

The Fund recommends that those providing images pay attention to the Order of Malta's communications guidelines.

#### What makes a great photograph for the Fund?

- An Order emblem on clothing, the wall or in images
- Happy and joyful pictures
- Images of just one or two people, as well as group shots
- People looking directly into the camera or at each other
- Images showing volunteers or staff caring for beneficiaries
- All images should be high resolution and not embedded in documents

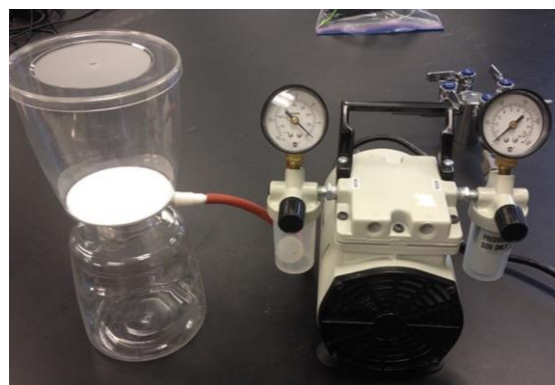
#### Examples:



- Bright
- Clear
- Positive
- Warmth
- Relationships
- Eye contact
- Order crest



- Low quality
- Uninteresting
- Confusing



### **Describing the image:**

Images with stories and case studies attached are much more useful. Where possible, please provide:

- First name<sup>1</sup> and age of people in the photograph
- A brief explanation of what is happening in the photograph
- A description of the lives of those included, detailing their illness, difficulties or struggles
- Details of the support provided by the Order and the impact it has on their lives

### **Consent:**

Clear information should be given to those being photographed explaining why and how the image will be used. As an image of an identifiable individual is considered personal data, national privacy regulations should be followed. Anyone living in a country covered by the General Data Protection Regulations can refer to the EU guidelines [here](#) and the UK explanation of the guidelines [here](#).

Those being photographed should:

- understand why their image, story and/or personal details are being taken
- be happy for their images to be taken and used
- understand how and where they will be used and over what time period
- where possible, see how their images were used

Written consent in the native language from those being photographed is recommended. Where this is not possible verbal consent can be noted instead. Extra care should be taken with children (under 16 years of age); no identifying information should be included and photographs require the consent of an adult carer or parent.

We advise including a notice at the project's location, explaining photographs may be taken and used for fundraising. This should remind people to let organisers know if they do not want their photograph used.

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<sup>1</sup> Names can be changed to protect privacy where required. Information that would allow us to identify or locate those photographed, such as full names or addresses, should not be sent.