



Children's Safeguarding Policy

SmartUp – Social Innovation Lab

Changes:

- Introduced and adopted on 30.11.2023
- November 2025:
 - Aligned terminology and procedures with other internal policies (Personnel & Operations Manual, Risk Management Framework).
 - Updated e-mail address for delivery of training certificate in Annex 5.

1. Table of Contents

2. INTRODUCTION	4
3. DEFINITIONS:	6
4. PREVENTION:	8
3.1 THE PREVENT DUTY:	8
3.3 TRAINING AND AWARENESS:	8
3.4 CONFIDENTIALITY AND INFORMATION SHARING:	9
3.5 CODE OF CONDUCT:	9
3.6 RECORDING AND RECORD KEEPING:	9
3.7 REPORTING:	9
3.8 PROTOCOL FOR CONDUCTING AN INVESTIGATION AND HANDLING THE VICTIM:	10
3.9 USE OF MOBILE PHONES AND OTHER DIGITAL TECHNOLOGY:	11
3.10 CHILD PROTECTION AND REHABILITATION	11
5. COLLABORATION WITH PARTNERS	12
6. IMPORTANT CONTACTS.....	12
7. ANNEXES.....	13

2. Introduction

As an organization, we believe that our knowledge, skills, and vision for the future enable us to see opportunities where others see problems and motivate us to look for creative solutions where partnerships are the key elements that shape and steer the system in a whole new direction. It is all about the people, their needs, and their vision.

Our aim is to catalyze innovation for change in the region and further. By establishing a channel for new opportunities, partnerships, projects, and initiatives which make an impact in various areas, we are able to design and offer applicable, novel solutions which will meet the growing demand.

By applying custom design processes and adapting methods we drive systematic change to address the existing and emerging societal challenges in order to create a thriving environment for uninterrupted human prosperity. We include and connect institutions, organizations, collectives, and individuals in order to co-create for a sustainable future where everyone has the means to fulfil their own potential.

Smart UP introduces this Child Safeguarding Policy to ensure children's welfare and express its commitment and responsibility towards ensuring child protection from all kinds of violent acts in all fields of work.

Smart UP abides by the duty to care, safeguard and promote the welfare of children and young people and is committed to safeguarding practice that reflects statutory responsibilities, government guidance and complies with best practice requirements.

- We recognise the welfare of children is paramount in all the work we do and in all the decisions we take.
- All children, regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation or other differences have an equal right to respect, dignity and protection from all types of harm or abuse.
- Some children are additionally vulnerable because of the impact of previous experiences, their level of dependency, communication needs or other issues.
- Working in partnership with children, young people, their parents, carers and other agencies is essential in promoting young people's welfare.

This Child Safeguarding Policy applies to anyone working on behalf of Smart UP organization, including senior managers and the board of trustees, paid staff, volunteers, agency staff and students/volunteers. Failure to comply with the policy and related procedures will be addressed without delay and may ultimately result in dismissal/exclusion from the organisation.

Governance and Accountability

Overall responsibility for the implementation, oversight, and enforcement of this Child Safeguarding Policy lies with the **SmartUp Executive Board**.

Day-to-day operational responsibility is delegated to the **Designated Safeguarding Focal Point**, who ensures implementation of procedures, reporting, training compliance, and coordination with relevant authorities when required.

All staff, consultants, volunteers, board members, and partners are individually responsible for adhering to this Policy and for reporting safeguarding concerns without delay.

3. Definitions:

The Children Act 1989 definition of a **child** is: anyone who has not yet reached their 18th birthday, even if they are living independently, are a member of the armed forces or is in hospital.

Child Safeguarding is the responsibility that organisations have to make sure their staff, operations, and programmes do no harm to children, that is that they do not expose children to the risk of any harm and abuse, and that any concerns the organisation has about children's safety within the communities in which they work, are reported to the appropriate authorities.

Child abuse or maltreatment refers to any situation where a child is subjected to physical and/or emotional harm, sexual abuse, neglect, or lack of proper care. It can also involve exploitative actions, like using a child for commercial gain, and these actions can cause actual harm or create a potential risk to the child's health, well-being, growth, or sense of self-worth. This type of harm often takes place within a relationship where there's a responsibility, trust, or power dynamic.

The effects of child abuse are serious and go beyond just physical injuries. It can deeply impact a child's mental and emotional well-being. Essentially, child abuse is any action or failure to act that goes against a child's rights and puts their health, safety, and overall development at risk. It's crucial to always keep in mind the role of cultural factors, as they influence every step of the process – from how we recognize and define child abuse to how we treat it and work to prevent it effectively.

The universal categories of child abuse cover a range of harmful actions such as:

1. **Sexual abuse:** Child sexual abuse is the involvement of a child in sexual activity that he or she does not fully comprehend, is unable to give informed consent to, or for which the child is not sufficiently developed and prepared and cannot give consent, or that violate the laws or social taboos of society. Child sexual abuse is evidenced by an activity between a child and an adult or another child who by age or development is in a relationship of responsibility, trust or power, the activity being intended to gratify or satisfy the needs of the other person. This may include, but is not limited to, coercion of a child to engage in any unlawful sexual activity; exploitation and use of child in prostitution or other unlawful sexual practices; exploitation and use of children in pornographic performances and materials.
2. **Physical abuse:** Physical abuse of a child results in actual or potential physical harm from an interaction or lack of an interaction, which is reasonably within the control of a parent or person in a position of responsibility, power or trust. There may be single or repeated incidents.
3. **Emotional abuse:** Emotional abuse includes the failure to provide an appropriate environment for development and support, including the availability of a primary attachment figure, preventing the child from developing a stable and full range of emotional and social competencies proportionally with her or his personal potentials

in the context of the society in which the child lives. This may also be an act that causes or has a high probability of causing harm to the child's health or physical, mental, moral or social development. These acts include restriction of movement, patterns of belittling, denigrating, scapegoating, threatening, scaring, discriminating, ridiculing or other non-physical forms of hostile or rejecting treatment.

4. **Neglect and negligent treatment:** Neglect is the failure to provide for the development of the child in all spheres: health, education, emotional development, nutrition, shelter (home), and safe living conditions, in the context of resources available to the family or guardians. Neglect causes or has a probability of causing harm to the child's health or physical, mental, spiritual, moral or social development. This includes the failure to properly supervise and protect children from harm as much as is feasible.
5. **Exploitation:** Commercial or other exploitation of a child refers to use of the child in work or other activities for the benefit of others. This includes, but is not limited to, child labour and child prostitution. These activities are to the detriment of the child's physical or mental health, educational, spiritual, moral and social-emotional development.

Now a days we recognize some types of abuse are common in the society:

- **Bullying and cyberbullying:** Bullying is the ongoing and deliberate misuse of power in relationships through repeated verbal, physical and/or social behaviour that intends to cause physical, social and/or psychological harm. Cyberbullying is bullying conducted with the use of technology, like mobile phones or the internet.
- **Child Sexual Exploitation:** Child sexual exploitation is a form of child sexual abuse. It occurs where an individual or group takes advantage of an imbalance of power to coerce, manipulate or deceive a child or young person under the age of 18 into sexual activity (a) in exchange for something the victim needs or wants, and/or (b) for the financial advantage or increased status of the perpetrator or facilitator. The victim may have been sexually exploited even if the sexual activity appears consensual. Child sexual exploitation does not always involve physical contact; it can also occur through the use of technology.
- **Child Criminal Exploitation:** Child criminal exploitation is defined by the Home Office¹ as 'where an individual or group takes advantage of an imbalance of power to coerce, control, manipulate or deceive a child or young person under the age of 18'. It occurs when a child is coerced, manipulated, or deceived into taking part in criminal activity in exchange for something they need or want, or for the financial advantage or increased status of the perpetrator or facilitator, or through violence or the threat of violence. Child criminal exploitation is a form of economic exploitation of a child.
- **Child Trafficking:** Child trafficking is a form of human trafficking and modern-day slavery that involves the exploitation of children. Children are trafficked for purposes such as domestic labour, armed groups, criminal activity, and even adoption. Child trafficking is a violation of human rights and has a long-term impact on the physical and emotional well-being of the victims.

¹ [Criminal exploitation of children and vulnerable adults: county lines - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/criminal-exploitation-of-children-and-vulnerable-adults-county-lines)

4. Prevention:

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in North Macedonia. A summary of the key legislation is available from [Закони \(mtsp.gov.mk\)](http://zakoni.mtsp.gov.mk).

3.1 The Prevent duty:

As organization we have a duty, to act as prevention of child abuse in case when we hear, see or know about children involved in Child abuse or maltreatment or any other kind of abuse according to Macedonian law. We obligate to inform the institution if there are any needs. These organisations include:

- Schools
- Registered childcare providers
- Local authorities and police
- Prisons and probation services
- NHS trusts and foundations.
- Other organisations may also have Prevent duties if they perform delegated local authority functions.

3.2 Recruitment

Recruitment and selection processes at SmartUp are conducted in accordance with the **Personnel & Operations Manual** and include safeguarding considerations at every stage.

During interviews, candidates are assessed on their understanding of child safeguarding principles and their suitability to work in contexts involving children.

Depending on the role, SmartUp may require **references, criminal record checks, or additional safeguarding assurances**, as determined by the selection committee and documented during recruitment.

3.3 Training and Awareness:

Smart Up Child Safeguarding Policy refers to everyone working for and working with the organization. Therefore, Smart Up will ensure an appropriate level of safeguarding training is available to all of its Trustees, Employees, Volunteers and any relevant persons linked to the organisation who requires it (e.g. contractors).

This will require all parties to a minimum child safeguarding awareness training that enables them to:

- Understand dignity and respect when working with children;
- Understand what safeguarding is and their role in safeguarding children;
- Recognise a child potentially in need of safeguarding and how to take appropriate action;

- Understand how to report a safeguarding alert;
- Have knowledge of the Smart Up Child Safeguarding Policy.

Additionally, **Smart Up will request from all the employees and consultants engaged in activities with childrens to pass the online Online Child Safeguarding Training** ([Course: Online Child Safeguarding Training](#)) (Annex 5) on the AGORA Platform.

3.4 Confidentiality and Information Sharing:

Smart Up expects all employees, volunteers and trustees to maintain confidentiality. Information will only be shared in line with the [General Data Protection Regulations \(GDPR\) and Data Protection](#).²

However, information should be shared with the Local Authority if a child is deemed to be at risk of harm or contact the police if they are in immediate danger, or a crime has been committed.

3.5 Code of conduct:

All individuals joining SmartUp must agree to adhere to the Code of Conduct, which outlines expectations for behavior both within and outside the workplace. Any breach of the Code of Conduct will be subject to a thorough review by the SmartUp Executive Board. Based on the review, the Executive Board will determine the appropriate disciplinary action, which may include termination of employment.

Two-Adult Rule: A SmartUp staff member must never be alone with a child in a private or unobservable setting. All interactions must take place within sight or hearing distance of another adult.

3.6 Recording and Record Keeping:

A written record must be kept about any concern regarding a child with safeguarding needs. This must include details of the person involved, the nature of the concern and the actions taken, decisions made and why they were made.

The designated person (Focal Point) for prevention and treatment in SMART UP is **Nikolcho Goshev**.

All records must be signed and dated. All records must be securely and confidentially stored in line with General Data Protection Regulations (GDPR).³

3.7 Reporting:

² Закон за заштита на лични податоци Службен весник бр 46 од 16.02.2022
[zakon_za_zastita_na_licnite_podatoci.pdf \(azlp.mk\)](#)

³ Закон за заштита на лични податоци Службен весник бр 46 од 16.02.2022
[zakon_za_zastita_na_licnite_podatoci.pdf \(azlp.mk\)](#)

Smart Up ensures that there are secure, reliable, and easily accessible channels and protocols in place for employees, users, and communities, including children, to report incidents involving children (Annex 4). Users are made aware of these mechanisms and procedures to encourage reporting.

- The report is delivered to the designated person (**Focal Point**) for prevention and treatment in cases of Child abuse or maltreatment

Nikolcho Goshev

Email: nikolco.gosev@innovationlab.mk

Phone: +38971335141

- If the report concerns the aforementioned person, the incident can be reported to Milosh Sokolikj via email: milosh@innovationlab.mk or by phone: +38971231519.

All safeguarding concerns must be reported **immediately**, and no later than **24 hours** after the concern becomes known.

Failure to report a safeguarding concern may be treated as a serious breach of organizational policy and may result in disciplinary action.

Where required by law or risk level, SmartUp will notify **competent national authorities** without delay.

3.8 Protocol for conducting an investigation and handling the victim:

The investigation begins upon receiving a report, credible information, or notification from an involved party that is a third party.

The investigation is conducted by the person designated for prevention and treatment of Child abuse or maltreatment within the organization, appointed from the focal point for protection from Child abuse or maltreatment.

The designated person is obligated to hear all affected parties without exception.

If the report is in writing, the designated person immediately, without exception, summons the individual mentioned in the report. Any form of negotiation or mediation between the victim and the reported individual is not permitted.

If the risk has been previously assessed as Low (according to the [Risk Assessment and Management Form during the investigation of Sexual Exploitation and Abuse to children](#)), explained in the Annex 3, then the investigation is conducted by the authorised person.

If the risk is assessed as Medium or High, Smart Up will then refer the victim for further action to the competent authorities.

While SmartUp incorporates the Risk Assessment as an Annex, it is crucial to emphasize that all risks in programs and projects will be thoroughly assessed, addressed, and accompanied by the development of mitigation strategies.

3.9 Use of Mobile Phones and other Digital Technology:

All staff members, trustees, and volunteers must be knowledgeable about Smart Up policy and protocols concerning the use of mobile phones and digital technology. It is essential for them to comprehend that capturing photographs of children and young individuals without explicit consent from the person who holds parental responsibilities is illegal.

Each parent signs a declaration for photographing ([ИЗЈАВА За согласност за сликање и употреба на личните информации на дете](#)) their child before the event itself. If they do not sign the declaration, SMART AP is not allowed to publish the images publicly or keep them in their archives.

Additional communication guidelines and principles have been incorporated and can be found in Annex 6.

3.10 Child protection and rehabilitation

In case of suspicion of Child abuse or maltreatment, all actions should be taken that are in the interest of the child.

- Children's best interest depends on the specific situation and should be assessed individually. It is recommended that an external professional be contacted for this purpose.
- The child, depending on their maturity and capacities, as well as their guardian, must give a clear consent for the uncovering of the act of crime.
- The child will be protected from the alleged perpetrator.
- A professional (e.g. therapist, counsellor, a competent trustworthy person) will help the child.
- In addition, it is recommended that a guardian take care of the child's interests as well. This may be a trustworthy person, caregiver, or in cases of an act of crime a legally appointed person.

This Policy is reviewed at least **once every two (2) years**, or earlier if required due to legal changes, incident findings, donor requirements, or organizational restructuring.

All revisions are subject to approval by the **SmartUp Executive Board**.

5. Collaboration with partners

To ensure the protection of children, Smart UP will require all partners to adhere to child safeguarding standards. Agreements with partners will stipulate that partners must either abide by Smart UP child safeguarding policy or develop their own comprehensive policy that meets or exceeds Smart UP's standards. This requirement will be a condition of the partnership and will be subject to regular reviews to ensure ongoing compliance.

Compliance with safeguarding requirements may be verified through self-assessments, declarations, audits, or spot checks, depending on the nature of the partnership and level of risk.

6. Important Contacts

- National Free Mobile SOS Line for Victims of Domestic Violence: Emergency phone numbers: 070/075/077 141 700
- Specialized Team for Handling Emergency Cases of Vulnerable Categories - Skopje (street children, homeless individuals, domestic violence, non-realization of visitations, begging, sexual assault on children, juvenile delinquency, and all other groups of citizens at risk): Emergency phone numbers: 078/230 943, 076/381 762
- Police: 192
- Public Defender - Department for the Protection of Children's Rights; phone numbers: 02/3129 327, 02/3129 335; Email: contact@ombudsman.mk
- First Children's Embassy in the World - Megjashi SOS Phone for Children and Youth: 0800 1 2222 (toll-free line)
- Open Gate - Association for Action Against Violence and Trafficking in Persons Free SOS Line: 0800 11111
- Crisis Center Nadezh - Association for the Protection of Citizens Victims of Domestic Violence National SOS Line: 02/15 315 and Trust Phone: 02/3 173 424
- Macedonian Association of Young Lawyers (MAYL) and SOS Children's Village - Legal Support for Vulnerable Victims of Violent Criminal Acts Legal Support: 075/238 837 and Psychological Support: 071/277 180

7. Annexes

DECLARATION

For consent for photographing and using the personal information of a child

I, _____
As parent/guardian of the child _____
born on _____, declare explicit consent to SMART Up - Social Innovation Lab to photograph, film, and use their image as well as personal data (First and Last Name, city of residence) for various public announcements and marketing campaigns, exclusively for the needs and purposes of the project

I agree that the personal data of my child (name, surname, address, date of birth) will be kept in the personal data collection for the needs of the organization as long as necessary, but not longer than 2 years, after which they will be deleted/destroyed in accordance with the Law on Personal Data Protection.

SMART UP is not liable for any potential injuries or consequences that may occur during filming, nor for any use of the data beyond the needs of the project. As a parent/guardian, I reserve the right to withdraw this consent at any time in writing or in any other form.

I give this statement voluntarily, on behalf of my child.

Skopje, _____

Signature:

Annex 2

I, _____, acknowledge that I have read and understand SmartUp's Child Protection Policy, and agree that in the course of my association with SmartUp, I must:

- treat children with respect regardless of race, colour, gender, language, religion, political or other opinion, national, ethnic or social origin, property, disability, birth or other status
- not use language or behaviour towards children that is inappropriate, harassing, abusive, sexually provocative, demeaning or culturally inappropriate
- not engage children under the age of 18 in any form of sexual intercourse or sexual activity, including paying for sexual services or acts
- wherever possible, ensure that another adult is present when working in the proximity of children
- not invite unaccompanied children into my home, unless they are at immediate risk of injury or in physical danger
- not sleep close to unsupervised children unless absolutely necessary, in which case I must obtain my supervisor's permission, and ensure that another adult is present if possible
- use any computers, mobile phones, video cameras, cameras or social media appropriately, and never to exploit or harass children or access child exploitation material through any medium
- not use physical punishment on children
- not hire children for domestic or other labour which is inappropriate given their age or developmental stage, which interferes with their time available for education and recreational activities, or which places them at significant risk of injury
- comply with all relevant Macedonian and local legislation, including labour laws in relation to child labour
- immediately report concerns or allegations of child exploitation and abuse and policy non-compliance in accordance with appropriate procedures
- immediately disclose all charges, convictions and other outcomes of an offence, which occurred before or occurs during my association with SmartUp that relate to child exploitation and abuse.

When photographing or filming a child or using children's images for work-related purposes, I must:

- assess and endeavour to comply with local traditions or restrictions for reproducing personal images 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. As part of this I must explain how the photograph or film will be used
- ensure photographs, films, videos and DVDs 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.

I understand that the onus is on me, as a person associated with SmartUp, to use common sense and avoid actions or behaviours that could be construed as child exploitation and abuse.

Signed:

Date:

Annex 3.

Form for risk assessment and management during an investigation⁴

CONFIDENTIAL

RISK ASSESSMENT				MANAGEMENT OF THE RISK			
N.	Who is at risk	Identified risks	Probability of the risk	Previous measures taken to address the risk/risks so far	Additional measures for mitigation	By whom?	By when?
<i>Exmample</i>	<i>Victim</i>	<i>The alleged perpetrator is pressuring the victim to withdraw the allegations</i>	<i>medium</i>	<i>Verbal communication with the alleged perpetrator to refrain from contact with the victim (February 3, 2019)</i>	<i>Written warning to the alleged perpetrator regarding the consequences of continue contact.</i>	<i>Ana</i>	<i>5th of February 2019</i>
1.							
2.							

High/Medium/Low

⁴ Преземено од образец за СОС Детско село, во Безбедни деца, Управување со Прекршувања за заштита на деца, 2016. <https://www.keepingchildrensafe.org.uk/how-we-keep-children-safe/capacity-building/resources/management-child-safeguarding-allegations>

Annex 4

Form for reporting incidents with allegations

This sample form for reporting incidents is intended for internal reporting processes within organizations.

CONFIDENTIAL: Limit access to this document and keep it in a secure place (e.g., passwords or computer encryption and lock offices when empty).

Always use encrypted names when referring to individuals involved in the case, avoid disclosing information that could reveal identity (e.g., date of birth, address, phone number, description of specific physical characteristics), and keep the identity and personal data separate from incident reports and similar documents.

1. Details on how, when, and from whom the allegations were received:
2. Description of the alleged incident, including date, time, and location.
3. Description of alleged or suspected victims (e.g., name, age, gender, nationality, ethnic origin, special needs).
4. Description of alleged or suspected perpetrators (e.g., name, age, nationality, association with the organization/position, records of previous actions).
5. Organization's response to the allegations to date (e.g., providing assistance, investigations, notifying the UN/Government in the host country).
6. Responses from other organizations or agencies (e.g., UN/Government in the host country) regarding the allegations.
7. Support requested from partners (e.g., victim support, investigations)."

Reported by:	
Name:	Contact information (email, phone):
Work position:	Date:

Annex 5 - Child Safeguarding Training info

(Mandatory for all SmartUp employees and consultants who are engaged with activities regarding children)

We aim to leverage existing training resources that are readily accessible. Given the availability of Safeguarding training materials and courses on the AGORA open-source training platform, we intend to capitalize on these existing resources for our training needs.

This training introduces the principles of child safeguarding and the ways in which you can keep children safe when they interact with SmartUp personnel, partners, programmes, and operations.

Link to the training: <https://agora.unicef.org/course/info.php?id=29324>

Learning objectives

- Describe what child safeguarding is and why it is important.
- Identify child safeguarding responsibilities that apply to all SmartUp personnel at all times.
- Identify and reduce risks of harm to children.
- Report child safeguarding concerns safely and confidentially.
- Define personal, social, informational, organizational and contextual barriers to keeping children safe.

Audience

This training is designed to equip all SmartUp personnel with the key knowledge and skills they need to keep children safe from harm when engaged with SmartUp personnel, partners, programmes, and operations. It can also be used by SmartUp partners to help them understand and meet SmartUp child safeguarding expectations.

Structure

The training contains six modules, each of which will take approximately 10–15 minutes to complete. The modules contain a mixture of scenario-based practice and personal reflection activities. Each module also has at least one downloadable/printable job aid/handout that will support your efforts to keep children safe. At the end of the training, you will have developed a personalized learning and child safeguarding plan that you can use to reinforce your understanding and day-to-day practice of child safeguarding.

Introduction

- Module 1: What is child safeguarding?
- Module 2: Who is responsible for keeping children safe?
- Module 3: How can I identify and mitigate risks for children?
- Module 4: What do I do if I suspect or know of a child safeguarding concern?
- Module 5: How do I overcome barriers to keeping children safe?
- Module 6: How can I better fulfill my child safeguarding obligation?

Length

This training should take about 90 minutes to complete. You may need longer if you decide to spend more time on the personal reflection activities. We encourage you to engage deeply with the personal application activities, as these activities are designed to enhance your individual ability to keep children safe.

Link to the training: <https://agora.unicef.org/course/info.php?id=29324>

All certificates for completion of the training needs to be delivered to portal@innovationlab.mk or the Administration and Finance Officer.

Annex 6 – Communication Guidelines

Communication Guidelines - Principles:

1. Respecting Dignity:

- Seek explicit permission for photographs or video footage, obtaining consent from parents or children directly.
- Show special consideration for individuals with disabilities, refugees, and those in conflict or disaster situations, ensuring accurate portrayal and maintenance of dignity.
- Explain the likely use of images to the subjects and refrain from photographing those who express a desire not to be photographed.

2. Avoiding Exploitation:

- Refrain from manipulating subjects to distort the reality of a situation.
- Change names to protect confidentiality; never publish a child's full name or contact details.

3. Balanced Portrayal:

- Provide a balanced portrayal of reality in the developing world, avoiding stereotypes and showcasing individuals as capable and active, not just as victims.

4. Truthful Image Use:

- Use images truthfully; do not fabricate case histories.
- Avoid misrepresenting images or using them in a way that misinterprets the true situation.
- Maintain a balance of positive and negative images to reflect the reality of a situation.
- Clearly state if an image is used in a general way to illustrate a similar project.

5. Taste and Decency:

- Uphold standards of taste and decency, avoiding erotic, pornographic, or obscene images.
- Use images of dead or naked bodies only in exceptional circumstances.
- Refrain from gratuitous use of images depicting extreme suffering.

6. **Respecting Views:**

- Respect the views of overseas staff and partner organizations, being sensitive to their concerns in the gathering and use of visual material.

7. **Positive Approach in Disasters:**

- Treat disaster-affected people positively in publicity materials, highlighting their capacities and aspirations.
- Cooperate with the media but prioritize the dignity of those affected over external or internal demands for publicity.

8. **Maintaining Technical Standards:**

- Use high-quality images; employ digital manipulation for creative effect without misleading distortion.
- Avoid cropping images in a way that distorts reality, and ensure truthfulness in video editing.

9. **Suitable Photo Library:**

- Maintain a centralized and well-documented photo library with current and appropriate images.
- Archive old images to ensure relevancy.

Guidelines for Obtaining Communication Materials:

- Discuss the use of materials at the program's outset, obtaining general consent from children and communities.
- Ensure private information is obtained safely and confidentially.
- Prepare children for interviews and ensure appropriate attire and group-focused images.

Guidelines for Publishing Information:

- Use only first names of children; avoid revealing too many details about their personal lives.
- Obtain permission from children and their parents/guardians for image use.
- Mitigate harm and stigma risks by concealing faces and avoiding disclosing personal information.
- Use a broad range of images representing diverse children.
- Securely store pictures, materials, and personal information; grant access by permission only.