

1. The Brotherhood is committed to the principle of ensuring that all communication from our organisation reflects the worth and value of every person, especially those who are financially and socially disadvantaged. As a result, the organisation respects clients' rights to decline participation in interviews or photography sessions and believes each client has the same entitlements to privacy and confidentiality as citizens living in their own private homes.

2. Where clients freely agree to participate in media interviews, it is the responsibility of the Brotherhood spokesperson to ensure that related photography is conducted in a way which is not de-humanising. These responsibilities include ensuring:

2.1 the client is not described by his or her impairment or disadvantage;

2.2 the physical environment is not de-valuing to the individual;

2.3 related imagery is positive;

2.4 and activities or posing for the camera are undertaken not only in a non-stigmatising way but also in a manner that will portray the client as a valued member of the community.