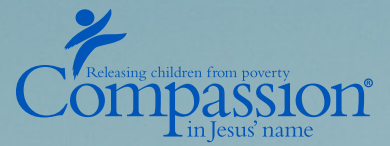


Compassion Australia

Compassion Media Usage

Terms and Conditions



Agreement

The content available on Compassion Media is intended to give you more opportunities to share stories, photos and video content with supporters. We hope that they will prove useful in helping you connect more people with our mission.

All staff accessing Compassion Media must agree to these terms before viewing content.

BY VIEWING CONTENT ON COMPASSION MEDIA, YOU ARE AGREEING THAT:

- You will not distribute the files (in any format) to any person or party external to Compassion without approval from a Neighbour Agency team lead. (You may use them in presentations to external audiences, discussions with supporters and internal staff communications without special approval.)
- You will only use the content for work associated directly with Compassion and not for personal or other use.
- All content will be used in a context that either shows Compassion's logo or is otherwise clearly related to the work of Compassion.

Rationale

You are asked to agree with the above in order to protect the dignity of children in our programs, the hard work of staff and photojournalists, and the representation of Compassion Australia's brand.

CONSENT AND DIGNITY

- The content on Compassion Media are the real images and stories of children, parents, guardians, church staff and Compassion staff.
- If the files were to be distributed to third parties for them to use, we lose control over how these people are represented and it could be done in a context that they did not agree to when they first gave consent.
- If others are allowed to use the files as they see fit, it may be done in a way that does not give dignity to them as people made in God's image.

BRANDING AND COPYRIGHT:

- **Brand:** Brand is who we are, how we represent ourselves and how others perceive us. If content is not properly branded (e.g., with a logo or in the context of a Compassion presentation), it will not be able to represent us to existing or prospective supporters.
- **Copyright:** Depending on the file, the copyright is owned by either Compassion International or Compassion Australia. As a result, the content cannot be used by others without our approval.

Contact

If you have any questions about the above or would like more information, please contact a Neighbour Agency team lead.