

# LIVE NEWS CODE OF CONDUCT

Alamy Live News is part of the PA Media group, which is bound by IPSO's code of conduct, which you can read here: <https://www.ipso.co.uk/editors-code-of-practice/>

Alamy expects you to have read and understood the IPSO code, but also be aware of our more condensed version of our expected standards and values below.

## 1 ACCURACY

It is up to you to make sure the information you are sharing with Alamy Live News within your captions and imagery is correct. Your captions are a place for fact, not opinion. You cannot mislead people or distort the truth. If you do make an error, be transparent about it. Alamy Live News do not allow for the use of photoshop beyond what is acceptable for editorial publication, such as cropping and colour balance of images.

## 2 PRIVACY

As per IPSO "It is unacceptable to photograph individuals, without their consent, in a public or private place, where there is a reasonable expectation of privacy." It is not acceptable to photograph people in a private place, which hasn't been agreed between you and the subject.

## 3 HARRASSMENT

As a representative of Alamy Live News you are expected to treat both your competitors and members of the public with respect; no harassing behaviours, or persistent pursuit of a subject, beyond what is reasonable.

## 4 INTRUSION INTO GRIEF OR SHOCK

Alamy Live News ask that you approach delicate situations like this with sensitivity and discretion. No image is more important than showing respect, empathy, or humanity.

## 5 CHILDREN

All children have the right to privacy, regardless of who their parents are. When photographing children in public places Alamy Live News ask that you seek permission from their guardians. Alamy Live News do not accept images of famous people's children in which they can be identified, unless they are attending a public event like a premiere, or awards show.

## 6 PRIVACY

While Alamy Live News respects your autonomy as freelancers, when you are using the Alamy name for access or accreditation, you are expected to adhere to this code of conduct, as you are out there representing the company. You must adhere to highest standard of professionalism to ensure the reputation of Alamy Live News.

**STILL NEED HELP?** *Get in touch:* [news@alamy.com](mailto:news@alamy.com) | +44 1235 844 590