PHOTO-VIDEO POLICY, RULES & CONTRACT

The Centre for Animal Rehabilitation and Education (C.A.R.E.) is a Rehabilitation Centre with goals and objectives to rehabilitate baboons for release, educate the public and protect the chacma baboon species.

C.A.R.E. uses a variety of media to market the organization in an attempt to endorse conservation messages, attract funding from volunteers seeking experience, professionals, professional organizations and private donors. Any photos and videos entering the public domain must echo what C.A.R.E. aims to portray about baboons, the charity, primate rehabilitation and primate conservation. It must be taken into consideration that any photos/videos taken at C.A.R.E. or concerning C.A.R.E./baboons may be viewed by the Nature Conservation Authorities, donor organizations whom have their own values and policies and global primate rehabilitation governing bodies which C.A.R.E. is working towards being accredited by.

There is a fine balance to attain when trying to encourage empathy for a species and attract volunteers to come to the Centre but also promote baboons as wild animals which need protection. In South Africa, the general perception of baboons is that they are pests, a play-thing or pet (people go out and shoot mothers to raise a baby as a pet) and that they are not in danger of becoming threatened. With habitat loss at its most prevalent presently this is certainly a misconception; baboons along with the rest of the world’s primates are having their foraging grounds replaced with farms, towns, villages and tree plantations upon which they are shot or poisoned. C.A.R.E. aims to change these misconceptions and it is very important that any videos/photos taken/shared emulates these efforts.

It is very important that people coming to help/visit/support C.A.R.E. share the same values and have an understanding of how photos/videos can be very damaging to the organization’s mission, to the baboons themselves and conservation efforts, or they can have the opposite effect. As an attempt to ensure that baboons and C.A.R.E. is not misrepresented or advertising the wrong messages, we ask that volunteers潘/others aim to ensure that photos/videos of C.A.R.E.’s baboons taken on C.A.R.E.’s property are done so mindfully and with a sophisticated attitude. We request that photos/videos taken try to promote baboons in a natural environment and any human interactions are professional and reflect our rehabilitation methods/goals. Additionally all photos/videos shared in the public domain must be labelled/captioned appropriately.

THE FOLLOWING PHOTOS/VIDEOS ARE BANNED/NOT PERMITTED TO BE TAKEN AND DEFINITELY NOT ALLOWED TO BE SHARED IN THE PUBLIC DOMAIN (unless permission from the Management is given):

1) No photos/videos of baboons in the house; upstairs, on tables, in bedrooms, bathrooms, kitchen etc. (staff members may be seen capturing images of very young baboons that have first arrived in the house for fundraising/marketing purposes, but these are cropped close-up with the background recognizable/blurred or for a specific purpose) (this could promote the primate pet trade/give the wrong impression about rehabilitation, the infants spend minimal time in the human areas and therefore we do not want it to be perceived wrongly)

2) No photos/videos of baboons in human social situations; at braai’s (BBQ’s), at dinner, etc.; baboons shouldn’t be active at these events

3) No photos/videos of baboons in diapers (this promotes the primate pet trade and promotes the wrong message)

4) No photos/videos of baboons with human props (this should never happen anyway); hats, sunglasses, shoes, clothing, human drink bottles/cans (not including baby formula bottles/nursery toys), human food wrappers, bags (this promotes the primate pet trade, is unprofessional/acceptable and goes against primate rehabilitation methods)

5) No photos/videos of baboon tongues in human mouths (vice-versa) or obvious blowing into baboons mouths (this is unhygienic, a clear message of cross-contamination and something no human mother would allow a stranger to do to her human baby due to clear issues of passing on any colds/flu/thrush, this is also against the rules. Caregivers are not permitted to behave in such a way.)

6) No photos or videos are permitted of baboons in Phase 2 Rehabilitation without agreement from C.A.R.E. Management (these are baboons have a hands-off policy, volunteers are not permitted to engage with them under any circumstances)

7) No photos or videos within the Veterinary Clinic’s patient holding room/cages are permitted without agreement from management

8) No photos/videos of baboons undergoing Veterinary Proceessures must have permission from C.A.R.E. Management

9) No photos/videos of Longit (wild baboons) with human items, on vehicles, or engaging with humans

10) No photos/videos of released baboons with human items in the same image (no photos of cars/tents/camp/equipment in the same image)

11) No photos/videos of release site signage (it is essential the release site is kept confidential so no images/video of signage at the release site is permitted)

12) If taking photos/videos at the release site with a smart phone turn-off location settings, location is confidential. Do not tag the location of the release site on any social media/google earth. If you are unsure about this ask a staff member.

13) No photos/videos of the above, and in addition, no videos of baboons being used as ventriloquist/actors or shot out of context (we do not want to promote primate actors/unprofessionalism or anything which is harmful to primate rehabilitation/conservation)

It is agreed between C.A.R.E. and the photographer/videographer identified by his/her signature below, that photos/videos described above will not be taken while volunteering, interning, attending tours, visitations, workshops or educational programs without express written permission from C.A.R.E. management and/or directors.

Any photo albums shared on Facebook must have the Privacy setting set to “Friends/Friends of tagged”; they must not be made ‘Public’ as usually these album sets have baboon images mixed in with personal/unprofessional down-time which could be damaging to C.A.R.E./baboons.

By signing below, the photographer/videographer agrees to the above, and to pay all legal fees incurred by C.A.R.E. in enforcing this contract if images are shared over the internet without the permission of C.A.R.E. If above referenced images are shared on the internet with the permission of C.A.R.E., C.A.R.E. reserves the right to insist on corrections if photos and videos are not accurately portrayed. Any corrections must be aired immediately after we notify you.

Any written material, aired story or radio presentation regarding C.A.R.E. must be proofed in advance for accuracy by C.A.R.E.. This may be done by verifying facts with us as the material is written. All photos/videos taken at C.A.R.E./of C.A.R.E. baboons/staff/volunteers can be used by C.A.R.E. management or directors so that they may further our education/marketing and conservation efforts. Full credit will be issued to the photographer, videographer or producer as identified by you as signed below.

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NAME of Photographer/videographer/visitor/volunteer   SIGN   Date