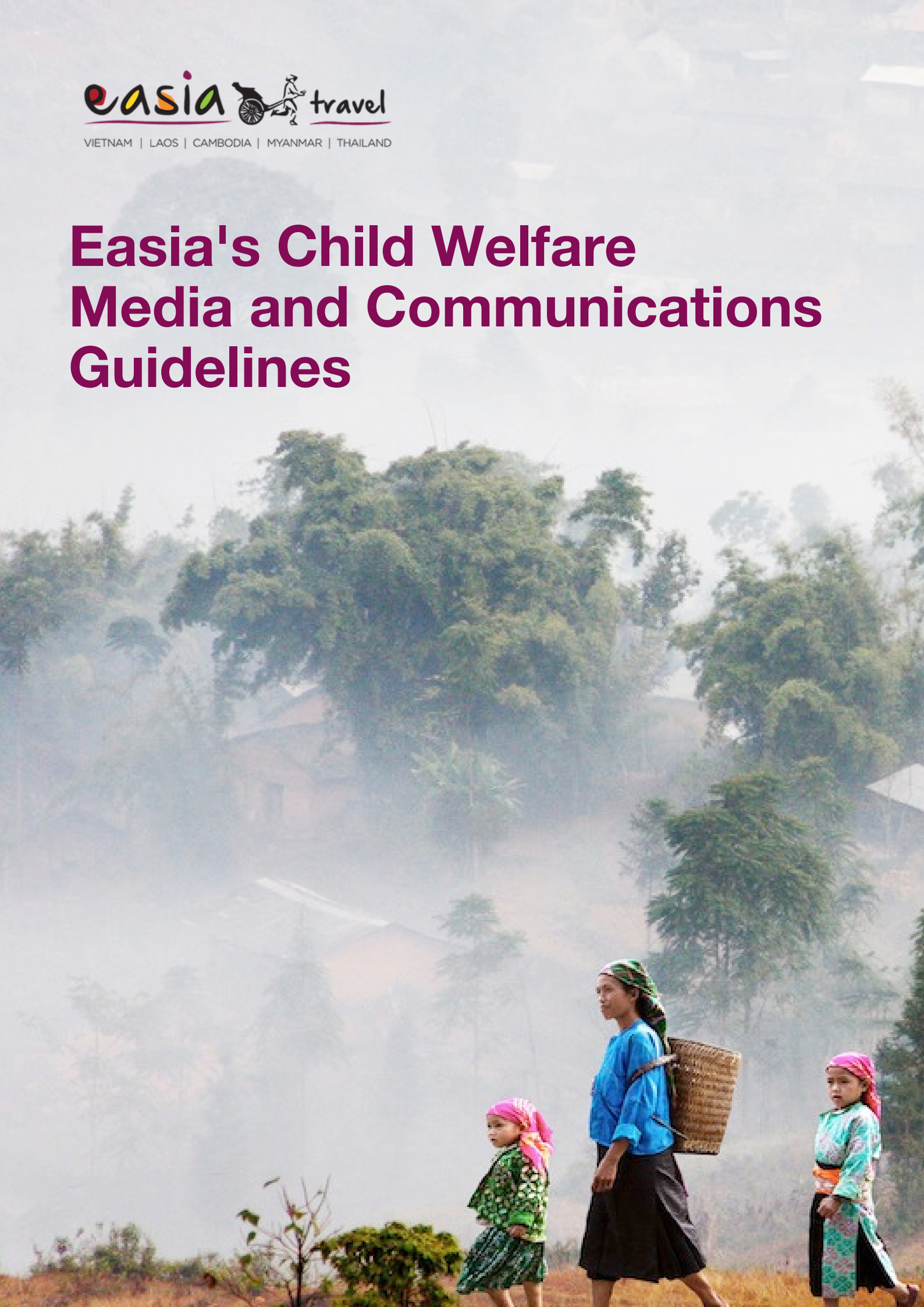


Easia's Child Welfare Media and Communications Guidelines



1. EASIA TRAVEL GUIDELINES FOR THE PRODUCTION OF IMAGES AND STORIES

1.1 Easia Travel media and communications focus on group images or stories

rather than on individual ones that would single out a child and thus increase his/her vulnerability.

1.2 Informs children and their parents/caregivers/guardians about the purpose of the film, photograph, or interview, and asks adults for their written consent.

Consent is not needed for Filming, photographing, or interviewing must conclude immediately if the child wishes or appears uncomfortable or distressed. A child must be aware they can stop at any time.

1.3 If children are included in photographs, they must always feel in control.

individuals in the background of a photo or video where they are not readily identifiable, but as a general rule, it is always recommended to ask people if they agree to a photograph being taken.

1.4 The language used verbally or in written form must not degrade, victimize, exploit, or shame a child and should not allow viewers to identify that child by name, location, etc.

1.5 In all forms of media linked to Easia Travel, including (media distribution, and materials captured through products and services) children should always be dressed appropriately and should never be depicted in any poses that could be interpreted as sexually provocative.

Photos or footage of naked children should never be taken; if done so inadvertently, all copies must be immediately deleted.

→ File text, photo, and video materials with care to ensure the identities of the children interviewed are protected.

→ External journalists, photographers, or film crews must be given both Easia Travel Code of Conduct and these Communications Guidelines and sign their commitment to it.





If Easia Travel plans to conduct an interview:

- ✓ The interviewer will discuss the questions with the child's parents/caregivers/guardians before asking them.
- ✓ The interviewer will avoid questions that risk causing distress, victimize, or stigmatize the child.
- ✓ Children can participate in an interview only in their preferred language, which may require a local translator.
- ✓ An interview will always be conducted in a place where the child feels familiar or comfortable, such as in their home.
- ✗ No politically sensitive questions may be asked, as discussing such topics may place Easia Travel, the interviewer, your team, and the interviewee at risk.
- ✗ Children are not to be interviewed alone; they must be accompanied by a trusted adult of their choosing.

2. EASIA TRAVEL GUIDELINES FOR THE DISTRIBUTION OF IMAGES AND STORIES

2.1 The portrayal of children must not be manipulated or sensationalized in any way.

Images and stories should provide a balanced depiction of the child's life and circumstances, balancing any negatives with empowering images and/or a narrative showing the progress that children are making.

2.2 There will be no linking of an image of an individual to a specific story;

instead, you can use a group photo.

2.3 Portraits should be avoided and, if they are impossible to avoid, will not mention the child's full name and exact location.

An alias will be used unless otherwise specifically requested by the child. Nobody should be able to trace a child to where he or she lives. External materials should state: "Names of the children and their parents/caregivers/guardians have been changed, and photographs are not those of the children mentioned in the story. All children have given permission for Easia Travel to use and share their images and stories."

2.4 Whenever possible, Easia Travel staff, consultants and individuals responsible for capturing media and communications linked to the company should send an example of the published materials to the local company representative so they can share it with the children and adults who have been portrayed.

2.5 If an image is used that is not connected with the story being published, Easia Travel will ensure that a disclaimer is used with the image.

This applies to photos/footage that you or your team personally take, as well as stock photos/footage.

I DO'S AND DON'TS



Focus on Group Images or Stories.



Ensure that children are dressed appropriately. Do not take photo of Naked children.



Focus of Group photo instead of individual.



Easia Travel's Responsible & Sustainable Statements

Humanity is a value we pride ourselves on here at Easia Travel, and we bring this humanistic philosophy to life through our action, from protecting elephants and cultural heritage to simply reducing the amount of plastic we use in our day-to-day lives. We place sustainability at the core of our actions – not as a trend, not as a sales tool, but rather as an utmost necessity.

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I _____, have read and agree to adhere to this Easia policy. I understand that non-compliance of this policy may lead to disciplinary action.

Date:

Signature: