

our policy

All projects undertaken by iceni will be approached sensitively and ethically, with the utmost effort taken to understand any ethical issues relating to the participants and subject matter.

The dignity, rights, safety and wellbeing of all participants, including our own staff and crew, is a primary consideration of iceni Productions.

We ensure that high ethical standards are maintained and ethical implications are reviewed at every stage, from tender to completion of the programme/project.

Sometimes the production process can be slow, so we make sure that all participants are aware that directors and cameramen need time and special consideration to get the shots they need for the programme.

We strongly believe the concept of 'informed consent' is key to any involvement within a production. All participants are given the opportunity to refuse to take part and are made aware that they are entitled to refuse to answer any question and to withdraw completely at any stage.

We appreciate that particular attention may be needed in productions involving disabled people to ensure that rights are protected and compliance is always freely entered into. Information that could affect someone's willingness to participate is always available in appropriate accessible formats and never deliberately withheld.

We also feel it is inappropriate to overwhelm potential participants with unnecessary information.

As producers we understand that many disabled people require no special arrangements to be made in order that they can participate in a programme.

We also understand that in some instances 'reasonable adjustments' will be required. This can involve providing scripts in larger print, or making sure that there is someone to offer assistance to enter or exit a location.

As a production company we appreciate that choice of filming location is important not just for the way it looks. Where possible, iceni will reconnoitre each location and on filming days provide ramps or other aids that will eliminate accessibility difficulties.

Our production team will be respectful of people and property and understand that film and video production causes a disruption, albeit a fun one most of the time. We will endeavour to replace any furniture or ornaments we move and wash up our coffee mugs after filming in peoples' home.

privacy and iceni:

iceni Productions take the privacy rights of all participants and client companies seriously. We will secure written consent from all participants over the age of 18 who speak to camera or whose words are recorded on camera and carefully consider the rights of all people the camera may capture incidentally.

Where written consent is held by iceni there is the opportunity for the participant to stipulate any restrictions. Where restrictions have not been specified, it is policy that before any image or piece of footage is used for additional purposes and where possible iceni will contact the appropriate person for consent.

When a project features participants under the age of 18, iceni will secure written consent from at least one parent (that parent having custody or joint custody of the child) or legal guardian. Where possible written consent will be secured before filming.

iceni will never supply personal information about any participants to third parties under any circumstances.

iceni will take care to ensure that all participants in the programme/project will not be caused any distress or alarm and will not be put at physical risk. Children will not be asked to discuss matters about their family that may be confidential, nor will they be asked to comment on things that are probably beyond their judgement.

All iceni staff and crew have undertaken background checks and have CRB Enhanced Disclosure. Identification will be carried by staff and crew during filming and will be shown willingly.

All iceni staff and freelancers appointed by iceni have completed non-disclosure agreements as part of their terms of employment. Any press release or publicity material commissioned by iceni will first be approved by the client and participants where applicable.

copyright and iceni:

Any creative works, not produced by iceni, included in a programme/project will only be included with written consent or 'clearance' from the copyright owner. We take copyright infringement seriously at iceni and would expect other producers to seek our permission to use our work.