

AI & Media Use Policy

Last updated: September 2026

This policy explains how REMO (Retuno E Maa Organization) uses artificial intelligence tools in its work, and how we handle photographs, videos, and other media featuring community members, beneficiaries, and project sites. Both areas reflect our commitment to transparency, dignity, and responsible practice.

Part A: Use of Artificial Intelligence

1. How REMO Uses AI

REMO uses AI tools to support internal operations and communications, including:

- Drafting and editing written content such as reports, donor updates, website, and social media posts
- Translating content between English, German, and French
- Summarising meeting notes and field reports
- Supporting fundraising and grant writing

AI tools are used as assistants — to support the work of REMO's human team — not to replace judgement, community input, or organisational decision-making.

2. Human Review and Accountability

All AI-assisted content is reviewed, verified, and approved by a member of the REMO team before publication or distribution. Statistics, beneficiary numbers, named individuals, and sensitive community information are always checked by a human before use. REMO does not publish AI-generated content without human oversight.

3. Data and Privacy in AI Use

REMO does not input personally identifiable information about donors, volunteers, or community members into AI tools without clear justification and appropriate safeguards. We are mindful of the risks associated with AI systems and take steps to use them responsibly.

4. Transparency

REMO is committed to being open about its use of AI tools. We believe transparency builds trust — with donors, partners, and the communities we serve. This policy will be updated as our use of AI evolves.

Part B: Photography, Video, and Media

5. Our Approach to Community Media

REMO regularly captures photographs and videos of its projects and the communities it works with. We are committed to representing community members with dignity, accuracy, and respect — and to never using imagery in a way that exploits, sensationalises, or misrepresents the people featured.

6. Consent

Before publishing images or videos featuring identifiable individuals — particularly children or community members in vulnerable contexts — REMO seeks informed consent from the individual or, in the case of minors, from a parent or guardian.

Consent is sought in a language and format that is clearly understood. Individuals always have the right to decline or withdraw consent.

7. Children and Vulnerable Individuals

REMO takes particular care when featuring children or individuals in vulnerable situations. We do not publish images that could cause harm, embarrassment, or identify individuals in a way they would not wish. Images of children are used only with explicit parental or guardian consent and always in a context that reflects dignity and agency.

8. Use of Media

Photographs and videos collected by REMO may be used for:

- Website content and project documentation
- Social media posts and fundraising campaigns
- Donor reports and grant applications
- Newsletter and press communications

Media will not be shared with third parties for commercial use without explicit consent.

9. Storage and Retention

Media files are stored securely and accessible only to authorised REMO team members. Where individuals withdraw consent, REMO will make reasonable efforts to remove or discontinue use of the relevant images.

10. Contact Us

Questions about this policy — including consent requests or withdrawals — can be directed to:

REMO (Retuno E Maa Organization)

Email: office@retunoemaa.org

Phone: +255 752 067 118

Address: P.O. Box 16, Mto wa Mbu, Tanzania