



Certified Birth Photographers

Code of Ethics

BirthBecomesYou.com





Code of Ethics

BIRTH BECOMES YOU Certification is an indication that a photographer upholds the highest standards in ethics, continued education, talent, and professionalism. For more information on becoming certified through Birth Becomes You, visit our page: www.birthbecomesyou.com/certified-birthphotographer

A Note about the Code of Ethics - We recognize that birth work is incredibly nuanced and that some birth photographers will practice in a way that is different or unique to what we suggest here. This code of ethics is simply meant to be a guiding document that will help influence your own business and practice.*

01 Basic Requirements

All Certified Birth Photographers
Shall:

- Have fulfilled the requirements outlined for Certification. Photographers may choose between three avenues to gain certification, outlined on our Certified Birth Photographers Web Page.
- Acknowledge and adhere to our Code of Ethics





02

Additionally, All Certified Birth Photographers Must:

- Have attended and photographed at least 15 births.
- Maintain a professional camera and at least one professional lens, as well as adequate backup gear.
- Maintain a professional website with a visible, high-quality portfolio of birth work.
- Possess a thorough understanding of editing techniques and professionally edit each image that is delivered.
- Carry liability insurance and provide appropriate professional contracts to protect both themselves and their clients or models
- Have a solid relationship with a professional back-up photographer

03/ Business Requirements

- Carry appropriate business liability insurance
- Use a legal contract for each birth session, client, or model that clearly outlines the expectations of all parties involved
- Maintain necessary local business licenses
- Pay applicable taxes including but not limited to State, Federal, Income, and Sales tax
- Charge a living wage to both support themselves and to increase the success of birth photographers locally and internationally
- Foster and encourage the overall positive perception of value of birth photography offered at sustainable rates



- Maintain professional communication with peers, clients, families, and other birth professionals
- Maintain a professional website with a portfolio of images
- Refrain from plagiarism, copyright, and trademark violations in every form



04/ Working with clients

Together we can do
more

- Maintain prompt and professional communication with clients and families
- Maintain clear communication with clients before, during, and after the birth
- Respect family's freedom and ability to choose their care provider
- Respect the families and birthing persons freedom to make their own birth and health choices
- Protect clients privacy and personal medical information by understanding and respecting HIPPA guidelines
- Refrain from offering medical advice or services to clients unless concurrently hired and legally contracted as a care provider
- Avoid harm and operate their business with compassion
- Use inclusive language and maintain a business presence that is free of discrimination, judgement, and hate



05/ Working in the Birth Space

- Not photograph or film any other hospital patients or bystanders while attending a birth
- Honor the sacredness of birth and each family's space and needs during the birth process
- Place the family's story and desires above all else, including the desire for certain portfolio images
- Be willing to stop photographing or using flash if client feels disrupted Work collaboratively and professionally with each family's chosen or assigned birth team
- Work thoughtfully in tandem with and support of other birth professionals, even if they are not doing the same
- Not get in the way, or obstruct the work or movement of the family, client, or other birth workers in the birth space
- Comply with requests of medical care providers, including the request to stop photographing or filming



06/ Knowledge, Gear, Skills

- Maintain at least one professional camera body and lens, in addition to a quality back-up Have a solid understanding of their camera & gear
- Have a solid understanding of the exposure triangle, aperture, shutter speed, and ISO
- Have a solid understanding of how to create engaging images with sharp focus
- Know how to work in multiple lighting conditions including but not limited to low light, candle light, sunlight, window light, fluorescent light, operating room lighting, and spotlights
- Know how to create natural, true-to-life skin tones through lighting and editing
- Know when to use flash and when to turn it off



- Maintain and develop the skills and equipment necessary to document births in a variety of settings, including small rooms, cluttered rooms, outdoors, and the operating room
- Know how to edit and finish images

07/ Birth Knowledge

- Adhere to basic safety principles when working in a hospital, birth center, and home birth environment
- Have a working understanding of common birth terms, including dilation, effacement, station, breech, Pitocin, and Cesarean Section
- Have a working understanding of common interventions and complications, including but not limited to vacuum or forceps extraction, episiotomy, and meconium aspiration.
- Not need to rely on the birth team for information about when to expect a birth to happen





08/ Professionalism

- Mindfully post images that were explicitly approved via a model release contract
- Keep their personal problems and conditions from interfering with their work
- When necessary, use a back-up photographer if they are unable to professionally provide the services promised for any reason (including being under the influence of drugs or alcohol)
- Develop a community in which reliable back-up photographers are readily available
- Respect the process of birth

Birth Becomes You

Thanks

By signing this document to become a Certified Birth Photographer, you agree to adhere to the standards that have been outlined.

If at any time you disagree with or cannot comply with these standards, please reach out to Jenn & Monet for advice, guidance, and discussion on the matter.

Birth Becomes You reserves the right to revoke your certified status at any time, should they feel that the standards are not adequately being met.

This decision can be appealed through a re-certification process