

## Red Cross Trace the Face photo campaign

The Finnish Red Cross is participating in the Trace the Face campaign launched by the International Committee of the Red Cross. Disasters and crises may separate family members from each other for several years. The National Red Cross and Red Crescent Societies are now helping people to find their missing relatives with the help of Trace the Face campaign across the whole of Europe.

More than 30 National Red Cross Societies publish a poster on people looking for their lost loved ones on a monthly basis. The objective is that the lost person or someone who knows him or her would recognise the person in the photo and contact the local Red Cross. The Finnish Red Cross distributes the posters to such public places as reception centres and immigration offices. In addition to posters, the campaign also has a website at [www.tracetheface.org](http://www.tracetheface.org). The site features more photos of missing persons and further information on the campaign. You should visit the site frequently as new images are published daily. Through the link you will also find a video that tells more about how the Trace the Face campaign works. The video and the website are available in English, French, Arabic, Farsi and Pashto.

More than 4,000 people have published their photos on [www.tracetheface.org](http://www.tracetheface.org). On average, one family every week finds their family members with the Trace the Face campaign. The more people know about the campaign, visit the website and publish photos, the more lost family members can be found.

The Trace the Face campaign complements the Red Cross Tracing Service. Before publishing your photo, you must contact the Red Cross Tracing Service to launch a tracing request for your missing relatives.

## What should I know if I want my photo published on the Red Cross website and poster?

### **How to have your photo published on the Red Cross Website (Family links website [www.tracetheface.org](http://www.tracetheface.org))**

- Before your photo is published, you must launch a search for your missing relatives through the Red Cross Tracing Service by filling in a tracing request form.
- You must be 15 years old.
- When your photo is published on the Red Cross website, you increase your chances of finding your missing family members.
- Only your photo and the nature of the family link to the person you are looking for are published, all other information (your name, etc.) will be kept confidential.
- If you wish to publish your photo, you will have to sign a separate consent form to allow us process your personal information.
- If someone recognizes you on the photo and is willing to contact you, s/he can contact us through a form available for them on the website. Once we receive this form, we will contact you and forward the information we have received. A person who has recognized you will not be able to find out your country of residence and will not receive your name or contact information from the website.
- If you so wish, you can always request your personal information and photo to be deleted from the Red Cross databases.
- We are committed to protecting fundamental rights and freedoms, in particular with regard to the protection of personal data, confidentiality and security.

### How to have your photo published on a poster:

- Before your photo is published, you must launch a search for your missing relatives through the Red Cross Tracing Service by filling in a tracing request form.
- You must be 15 years old.
- When your photo is published on a Red Cross poster, which will be distributed in several European countries, you increase your chances of finding your missing family members.
- Only your photo and the nature of the family link to the person you are looking for are published, all other information (your name, etc.) will be kept confidential.
- If you wish to publish your photo, you will have to sign a separate consent form to allow us to process your personal information.
- Once your photo is published on a poster, it will be displayed for a period of at least one month in public spaces in several European countries.
- If someone recognizes you on the poster photo and is willing to contact you, s/he may contact his/her local Red Cross office, and we will inform you about this. A person who has recognized you will not be able to find out your country of residence and will not receive your name or contact information.
- As the poster can only contain 16 pictures at a time, there may be a delay before we can publish your photo.
- Once the publication period of the poster with your photo is over, you can still keep your photo on display on our website, if you so wish.

### What to do if you want your photo published.

1. Fill in a Tracing request form <https://www.redcross.fi/tracing>
2. Fill in the consent form for Red Cross Trace the Face campaign
3. Take a photo in accordance with instructions provided
4. Send the photo and a completed consent form by e-mail to [tracing@redcross.fi](mailto:tracing@redcross.fi) or mail it to Finnish Red Cross Tracing Service, P.O. Box 168, FI-00141 Helsinki.
5. When your picture is published we will notify you to the address you provided.

### Where can I find out more about the campaign? Did you have any questions?

Please contact the Red Cross by email [tracing@redcross.fi](mailto:tracing@redcross.fi) or call 020 701 2000.

# TRACE THE FACE

## How to take photos

### 1. Format

**Orientation:** Portrait

**Ratio:** 3/4

ex : 480 x 640 pixels  
1200 x 1600 pixels

**Format:** JPEG

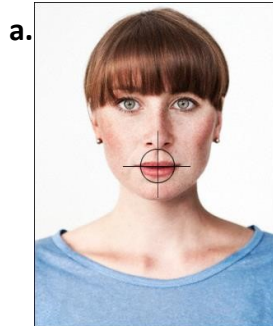
ex : PICT00231.jpg



### 2. Framing

a. The picture has to be centred on the mouth...

b. ... as we need a space for the bubble



### 3. Background

a. The background has to be as clear and neutral as possible. Ideally a white wall.

b. No dark background

c. No decor background



# TRACE THE FACE

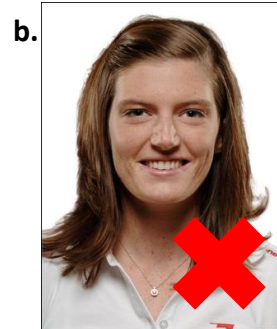
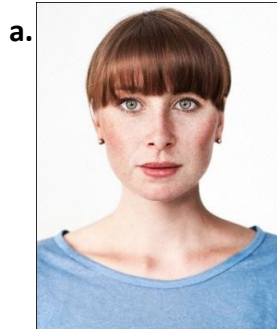
## How to take photos

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### 4. Attitude

a. Neutral face expression

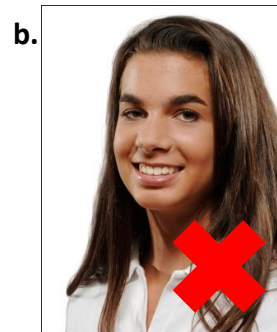
b. No smile or other face expressions



### 5. Position

a. front view of the person  
(face and body)

b. No side view of the person  
(face and body)



## Consent Form for "Red Cross Trace the Face" campaign

Please use Latin alphabets!

Reference number of Red Cross Tracing Service:

Whole name of the person tracing a family member:

Gender of the person tracing a family member:

Date of birth of the person tracing a family member:

Nationality of the person tracing a family member:

Address of the person tracing a family member:

E-mail of the person tracing a family member:

Phone number person tracing a family member:

I am looking for (family link to your missing relative/ the person I am looking for is my...):

### Consent to use my photo

I have been informed about the possibility to search for a missing person with the help of my photo. I give my consent for having my digital photo taken and sent to the International Committee of the Red Cross for this purpose. I would like to use the following methods for finding my missing relatives (*tick as applicable*):

#### Search through the website:

I give my consent allowing the International Committee of the Red Cross publish my photo on its website <http://familylinks.icrc.org/europe> for the purpose of finding a missing person. After publication, my photo and information related to the search will be publicly available. Website users can limit the number of photos by selecting certain criteria, such as age, gender and country of origin. Third parties will not have the possibility to upload or otherwise use my photo. This has been prevented by technical means. However, it is possible that third parties take possession of my photo by such means as screen capture. If my photo is used without my consent, it will bear a watermark and its origin can be traced.

Yes

No

Turn page ->

**Search with the help of a poster and printed booklets**

I give my consent that my photo may be published on a poster, a booklet, within targeted communities, and displayed in public in various places. Decision on the publication will be taken by the Red Cross/Red Crescent Tracing Service, which participates in locating missing persons. I am aware that I cannot make any claims on whether my photo is published on a poster or a booklet or not.

Yes       No

**Media use**

I give my consent for using my photo in the media (newspapers, books, flyers, etc.) for the purpose of searching for a missing person:

Yes       No

Written requests to cancel the consent can be sent to Red Cross Tracing Service at the address Finnish Red Cross Tracing Service, P.O. Box 168, FI-00141 Helsinki

If you want to cancel your consent, the Red Cross personnel will remove your photo and the relevant personal information from the publicly available website as soon as possible. If your photo has already been published on a poster and/or booklet when you cancel your consent, its use can no longer be prevented.

I have received a personal copy of this consent form

\_\_\_\_\_  
Place, date

\_\_\_\_\_  
Signature of the person tracing a missing person

**If the person tracing a missing person is underage (between 15 and 17 years of age), his/her representative is also requested to provide his/her name and signature and contact information.**

\_\_\_\_\_  
Representative's name and signature

\_\_\_\_\_  
Representative's contact information