

Anonymising Guidelines for Producers

1 – Where Channel 5 has a Daytime version of the programme, Channel 5 will require the Daytime version to be Anonymised. Please contact Broadcast Operations broadcast.operations@channel5.com following BBAM approval for delivery of these Daytime files.

2 – Every person featured (so does not apply to people in GVs for example) who did not expressly consent to appear in the programme for Channel 5's permitted purpose and exploitation must be anonymised as must anyone who consented but who is suspected of involvement in and/or convicted of a criminal offence.

Anonymisation means that they and anything else which might identify them must be blurred or removed to the extent that it is not possible for such individuals to be identified at any time. For example, blurring of people's faces including

g whole heads, blurring identifiable marks on skin e.g. tattoos, scars, birthmarks, blurring photos in homes, editing out of names, addresses, blurring street signs and shop fronts if the residence is above the shops and easily identifiable, editing out company names in v/o as well as blurring names on clothing, phone numbers, door numbers, bin numbers, etc.

People who consented to appear in the programme for Channel 5's purpose and exploitation (except for those suspected of involvement in and/or convicted of a criminal offence) can remain identifiable, but please provide a list of names and photographs of intentionally unblurred individuals. Please also notify of any U18's or vulnerable individuals whose circumstances may have changed in the years since filming as we may need checks to be undertaken to ensure they are still OK to feature.

3 – If there are scenes in private homes where there was no consent, then anything particularly private in the home needs to be blurred so the home is not identifiable.

4 – All offensive language must be removed and not bleeped [does not apply to anything but the first 7 minutes of a post-watershed only programme]

5– Any queries that arise can be referred to Content Legal Advice (ContentLegalAdvice@vimn.com) for guidance, but it is the Producer's responsibility to ensure the programme is anonymised as per these guidelines.

Here are 2 examples of acceptable blurs



