

# ETHICAL STANDARDS IN NATURE PHOTOGRAPHY

## PRE-SHOOT PREPARATION

### MASTER NATURAL HISTORY



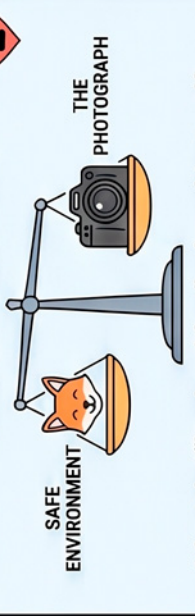
Research subject's biology and behavior to avoid causing stress or accidental habitat damage.

### VERIFY LEGAL COMPLIANCE



Secure necessary licenses for protected species and obtain landowner permission before entering private property.


### THE WELFARE RULE



Adopt the "hard and fast" rule: subject welfare is more important than the photograph.

## RESPONSIBLE FIELDWORK

### MINIMIZE DISTURBANCE



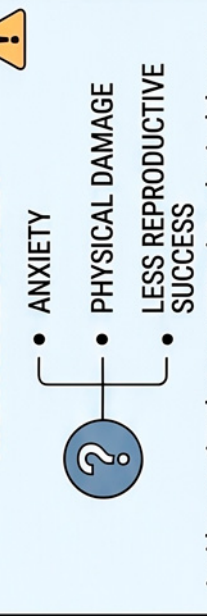
Use hides, maintain distance, and avoid using playback tapes or lures that disrupt behavior.

### PRESERVE THE HABITAT



Tie back vegetation rather than cutting it and restore every site to its natural state.

### RISK ASSESSMENT



- ANXIETY
- PHYSICAL DAMAGE
- LESS REPRODUCTIVE SUCCESS

Avoid any action that causes anxiety, physical damage, or lessens reproductive success for subjects.


## INTEGRITY & PUBLICATION

### MAINTAIN IMAGE TRUTH



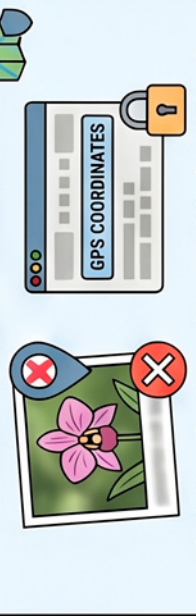
Avoid radical digital manipulation; the final image must reflect the essential truth of the scene.

### DISCLOSE CAPTIVE STATUS



Never pass off photographs of controlled or captive specimens as "wild and free."

### PROTECT SITE LOCATIONS



Mask clues in photos that reveal the locations of rare species to prevent poaching.