# Image Guidelines & Copyright

Copyright law is designed to protect the rights of creators of artistic, literary, musical and dramatic works of all kinds from having their work exploited or misused. As such it protects their rights to charge for the work and time they have put in to their creations, and also their moral rights to control how their work is used by others.

Copyright law applies to all manner of materials and applies not just to printed publishing, but to digital publishing as well, including photographic images and digital graphic art work.



**CREATED ON: September 2018
AUTHOR: Kelly Rowe, Head of Communications & Media Relations**

# Image Use Guidelines

**The ‘free’ web**

The web is a freely available, highly accessible medium, and inherently a sharing technology, where it is very easy to copy and republish material without thinking about copyright. It is also a very big space indeed. All this makes it very difficult to police. A Google image search can quickly find you images you might think will be appropriate to use on your own pages to decorate them or to illustrate what you are saying in text, but you must always be aware of copyright ownership and not assume because something is easy to find and copy from a web page that it is OK to steal someone else’s work.

**Are images found using Google images copyright free?**

The short answer is probably not. If you use the basic search function on Google images then your returns will include any images that relate to your search terms only. That said, Google images does allow you to tailor searches to limit the ‘types' of images that are returned. From the Google images advanced search options you are able to select search filters which will return images that have been identified for use in particular ways. The filters are:

• Not filtered by licence

• Labelled for reuse

• Labelled for commercial reuse

• Labelled for reuse with modification

• Labelled for commercial reuse with modification

However, you need to be aware that it is possible that people who have assigned a filter option to a particular image or set of images are not necessarily the owners of copyright. You will need to employ a certain amount of care before using any images returned from a Google image search.

**Material from the Internet**

In all cases when linking to, copying and pasting and/or downloading documents, text, images, video etc everyone MUST:

1. Obtain and keep on file written consent for the specific use intended.

2. If not possible or practicable then check the originating website's terms and conditions for further information. As an example see;

http://www.nice.org.uk/website/copyright/copyright.jsp

3. If unsure, DO NOT USE THE MATERIAL

4. If you require further advice contact the Communications team.

5. In ALL cases material should be credited with a caption or bracketed reference. This ensures we can track all originating sources if challenged.

This does not include hyperlinking to a publically available web page, where ‘document’ as given here refers to a PDF or otherwise downloadable file.

Fundamentally, irrespective of whether we publish copyrighted material without permission via the Internet or Intranet, we would be breaking the law and creating a liability for the Diocese.

Investigations underway as to a suitable photo library.

**Third party SUPPLIED images**

EG; from charities, campaign materials, etc.

For all such images written consent must be obtained and kept on file by the Communications Team for each SPECIFIC use intended. IT CANNOT BE ASSUMED that an image supplied for a poster can be reused on a website, or that charity or campaign images even with an educational or church emphasis are copyright free.

If for any materials there is a statement of free use given that applies to the intended use then this is acceptable but the Communication team is required to keep this on file.

Any stipulations to credit materials used are the responsibility of the Communications team.

**Consent**

If in any doubt regarding staff and public consent to use images please contact the Communications team BEFORE using any images.

It is also possible and often preferable to contact the Communications team to arrange a photo shoot. They will judge whether this is appropriate but it's probably the best way to get specific high quality images for a site with consent.

Finally, we are quite happy that all of this should present some hurdles to users as it ensures they think through any content use appropriately and is fundamentally about protecting the Diocese from any liabilities, which can be costly.

**What can I use?**

The simplest way to avoid legal difficulties is to search for ‘Creative Commons’ licensed images from a website like Flickr (select the “Only Search Within Creative Commons-Licensed Content” option before running your image search). You could also purchase images from a stock imagery website such as iStockPhoto, or even take the photos yourself – you automatically own copyright of your own photos. Also, the Diocese Communications Team has a stock library and may be able to assist you so please do get in touch.

**Images of Diocese staff, clergy, lay people etc**

It is good policy to attempt to obtain and hold the consent of everyone in an image whether at the time of the image being taken or after. Contact the Communications team to obtain a copy of the Consent Form.

**Images of public/ congregation**

Where there is to be photos of a congregation, an announcement must be made prior to the image being taken informing people that photos will be taken and to for what purpose. For images of selected individuals, written consent MUST be obtained for the specific purpose intended and/or a statement of free use, but we recommend for the specific purpose/s as this avoids any potential for misunderstanding. To obtain a copy of the Consent Form see the consent forms in J-Drive, Communications, Guidelines & Consent Forms.