

# 3 Copyright Dos for Photo Use



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# Major Disclaimer

I am not an attorney=  
nor do I play one on TV

The following  
suggestions do not  
constitute legal advice.



Do

learn basic copyright laws



Different countries

Different laws

The following based on  
U.S. law



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Photos have copyright protection



The creator owns the rights



Owners have to okay the use of their photos



# No permission = No Use



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# There are exceptions

– Photo is in public domain

- Term of copyright expired –  
Note: length of protection is a long time
- Published before 1923
- The photo is work of U.S. government

– Meets Fair Use standards



# Factors for Fair Use

## Purpose & Character

- Commercial vs nonprofit educational
- Parody or review

## Nature of Original

- Factual in nature vs creative work
- Applies to published & unpublished

## Amount

- Less is better
- Using most recognizable aspect of the original affects fair use

## Effect

- Potentially deprives owner of income
- Undermines potential market for owner





# follow licensing rules

Stock Photos	
Standard License	Extended License
Limits on reproduction and uses  <b>Example:</b> Limits on print copies. May not be reproduced for sale	May permit uses prohibited under standard license  <b>Example:</b> the sale of t-shirts, mugs, etc. with image







## Creative Commons

Sharing photos with different licenses

**Attribution** – give credit to owner

**Non-commercial** – allows non-commercial use only

**No derivatives** – no changes to original

**Share alike** – derivative okay with same type of license as original





# Do publish your own carefully



Do you have the permission of that person in the background?



Does that building's sign require special permission?





Do learn  
basic  
copyright  
laws

Do follow  
licensing  
rules

Do publish  
your own  
carefully



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