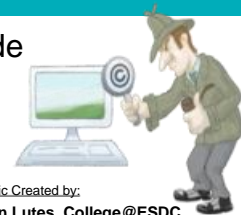


#3 – USING AN ONLINE IMAGE COLLECTION

ESDC Intellectual Property (IP) Job Aid Series

Many “free” image collections typically only host the images; they don’t provide the support that a paid subscription-based site could offer, such as:

- determining who owns the materials;
- gathering all required permissions; and;
- providing legal protection if a copyright dispute should arise.



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Jason Lutes, College@ESDC

Where possible, pay for access to images and follow the license agreement or use images that are licensed through Creative Commons or are in the public domain.

[See: Job Aids [#10 – Creative Commons](#) and [#7 – Public Domain](#)]

REVIEW TERMS

We all have a responsibility to respect the rights of authors, composers and other artists so they can control and profit from their work. Did you know that images, videos and text all have a digital “fingerprint”, and that technology called [Reverse Image Search](#) exists for content owners to track unauthorized uses of their materials?



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Before considering the use of any image, always **find, read, save and comply** with the *Use Requirements*. This information is found by clicking on the image or by going to the host/owner website.

[See: [Job Aid #4 – Use Requirements](#)]

Still unsure if the image can be used?

Don’t know how to find, interpret or apply the *Use Requirements*? Contact the owner directly for clarification or find a new image.

[See: [Job Aid #6 – Request Permission](#)]

When in doubt, don’t use!

STUDY IMAGE

Copyright doesn’t just apply to the photo - it may also include the subject of the photo. Exercise caution when using a photo that contains people, private property, artwork, logos or trademarks because other rights may exist in that image.

[See: [Job Aid #11 – Additional Rights](#)]

Individuals have the right to determine how their personal image and property are used yet many online sites do not collect Model and Property Release forms.

It is up to the user to ensure permission has been obtained from everyone with an interest in the photo.



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IS IT REALLY FREE?

Some sites that host free images will engage in business practices such as the following:

- inviting you to pay for an image that is larger or of higher quality;
- asking for a donation;
- collecting personal information by requiring users to register.

KEEP RECORDS



Image Source:
Wikipedia Commons
[\[Public Domain\]](#)

- If permission to use the material is provided at the source, keep a record of the source location or URL, a complete copy/screenshot of the material/image and a complete copy of the *Use Requirements*.
- If permission from the copyright owner is required, contact them to provide clear details around how and where the material will be used and keep a record of all communication.
- Save all records in a Shared Repository where they can be found later, are accessible to multiple employees and will be kept indefinitely.

Questions? Refer to the [IPCOE Website](#) or contact the [IPCOE](#) by email.