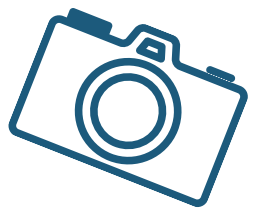




USING IMAGES



Images bring the content we create to life.
If you are using images that you did not create or do not own, you must do so legally.



IMAGES YOU DO NOT OWN

MYTH: Images that you find on the internet are free to use.

FACT: You must always investigate terms of use before using an image you find online.

Images created and/ or owned by someone other than you or your organization are known as 3rd-party images. Always assume that these images are protected by **copyright law**. You must find out **IF** or **HOW** the owner permits you to use an image, and you may need to ask for their explicit permission.

FAIR DEALING

MYTH: ALL educational uses fall under fair dealing.

FACT: You must always analyze your use, as a court of law would, to determine if the dealing is fair. Fair dealing is intentionally ambiguous and involves some risk.



In Canada, you can sometimes apply fair dealing if you are using resources for research, private study, education, parody, satire, criticism, review, or news reporting. BUT you must consider factors such as the amount of the work being used and how it will be distributed. It **might** be considered 'fair' to use one image from a compilation of images or 10% of a whole image. It is likely more fair if the work is used on a secure, password protected system, with a limited audience.

CREATIVE COMMONS



MYTH: Using the Creative Commons filter on Google Images or Bing means you can use those images any way you like.

FACT: You must review each image and use it according to the terms of the CC license. Permission or fees may be required.

There are six Creative Commons licences which allow copyright holders to set rules for how their works may be used. The least restrictive licence only requires attribution. The most restrictive does not allow commercial use or derivatives. Find out more at <https://creativecommons.org>

PUBLIC DOMAIN

MYTH: Royalty-free means the same as public domain.

FACT: Royalty-free means that you have paid a one-time fee for a license to use a stock image multiple times, as specified by the terms of the license.



If a work does not fit the criteria for copyright protection, or if copyright has expired, that work is in the public domain (PD). In Canada, images created after November 7, 2012 enter the PD 50 years after the death of the last surviving author. Rules for images created before then are more complicated. See the University of British Columbia's handy guide: <https://copyright.ubc.ca/public-domain>

GETTING PERMISSION



MYTH: If you cannot find the owner of an image, it's okay to go ahead and use it.

FACT: If you have determined that permission is necessary, you must have it in order to legally use the image. If you can prove that you have tried unsuccessfully to find the owner, you can apply for an Unlocatable Copyright licence.

If an image does not have explicit terms permitting use, is not covered by a CC licence, or is not in the public domain, you must obtain permission to use it. This means you must find and contact the copyright owner (who may not necessarily be the creator). It is best to get permission in writing and to leave yourself at least 6 weeks to do so. **Library Services can help you with the permissions process.**

THINGS TO CONSIDER

- Works, including images, do not need a copyright symbol in order to be Copyright protected.
- There are many websites which offer copyright free images. Carefully read their terms and conditions of use, as responsibility for legal use lies with you.
- Copyright rules also apply to social media.
- Linking to a legitimate copy of an image is usually safer than copying/pasting it.



Use images legally! Be Copyright compliant!

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