



EAZA Pole to Pole Campaign Use of Images

September 2013

Images provided on the campaign website and other campaign media materials may be used in the following ways:

- to promote the campaign on the **websites** of participating institutions
- to illustrate **handouts, flyers and information sheets**
- in **presentations** promoting or reporting on the campaign
- on **educational** or **promotional** materials used in the zoo or elsewhere in connection with the campaign
- on campaign **merchandise** of various kinds

TERMS FOR USE OF IMAGES

Images are supplied on the following terms:

- Their use is restricted to registered campaign participants.
- Use of images is only allowed during the period of the Campaign (September 2013-September 2015). Any signs, brochures etc. produced for the EAZA Pole to Pole Campaign, containing the images and produced before September 2013, may be used after the end of the Campaign.
- Images are to be used only for educational and fundraising purposes and only in material relating directly to the EAZA Pole to Pole Campaign. They are not available to EAZA members for general use.
- For any images supplied to an external agency such as a newspaper or magazine, for any commercial use of a picture (e.g. to print on a T-shirt), or for use after the Campaign has ended (September 2013), users must contact the EAZA Executive Office to request permission. The EEO will then contact the owner of the image if necessary.
- Whenever any of the images is used, full credit must be given to the photographer.