



## Image Use Policy

### A. Overview

The National Park Service [NPS] is pleased to make images of selected NPS museum collections available to further its goals of preserving and interpreting the cultural and natural heritage of the United States. Conditions for use of high-resolution and low-resolution electronic images, costs, and a permission agreement are provided below.

- Images are provided on a cost recovery charge-back basis in accordance with 43 USC 1460 and NPS policy. Certain materials in NPS collections may be protected by the U.S. Copyright Law (Title 17, U.S.C.), or restricted by NPS gift or purchase agreements, donor restrictions, privacy and publicity rights, licensing and trademarks.

Subject to the conditions noted below, the NPS Museum Management Program provides the following images:

- Low-resolution digital images at 72dpi that may be downloaded directly from the NPS Museum Management Program web site at <[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)> at no cost.
- High-resolution digital images of objects in NPS collections shown on the NPS Museum Management Program web site at <[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)>. Documentation services, high-resolution digital image production, and shipping and handling determine costs.

Objects shown in the *NPS Web Catalog* <[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)> are not available through NPS Museum Management Program. For images of these items, contact the park directly.

### B. Conditions for Use of Low-Resolution NPS Digital Images

The NPS Museum Management Program allows use of low-resolution [72dpi] digital images of NPS collections from its web site at <[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)>. Use of low-resolution NPS digital images is subject to the following conditions.

- Images must carry the NPS caption and credit information, and the NPS Museum Management Program web address, as noted below.

Courtesy National Park Service, Museum Management Program and [*Park name*]  
*Object name, catalog number*  
 Photo by [*Photographer name*]  
[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)

- Users can print images of NPS objects from the NPS Museum Management Program web site at <[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)> for their own use.
- Users can download electronic files of low-resolution digital images of NPS objects from the NPS Museum Management Program web site at <[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)> for their own use, including web sites.

- Users must obtain written permission from the NPS Museum Management Program to publish low-resolution digital images of NPS objects in hard copy that are downloaded from the NPS Museum Management Program web site at <[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)>. Use the Permission Agreement form below.
- Users cannot alter images without written permission of the NPS Museum Management Program.

### C. Conditions for Use of NPS High-Resolution Digital Images

Permission to use a high-resolution digital image of an NPS object on the NPS Museum Management Program web site at <[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)> is granted only through a NPS Permission Agreement, which is subject to the following terms and conditions:

- Permission is for a one-time, non-exclusive use of the image[s].
- Permission is for a single edition of the publication to be published by the publisher.
- The image must be identified as an NPS image and must carry the NPS caption and the Museum Management Program URL, [www.cr.nps.gov/museum](http://www.cr.nps.gov/museum), using the format below.
- Use the credit format below for each image as it appears in the publication.

Courtesy National Park Service, Museum Management Program and [*Park name*]  
*Object name, catalog number*  
 Photo by [*Photographer name*]  
[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)

- User agrees to obtain all intellectual property rights, including copyright from the rights holder, if the rights holder is not the National Park Service.
- User agrees to prohibit third party use of the image.
- User agrees to release and discharge the National Park Service from any and all claims and demands arising out of, or in connection with, the use of the image, including without limitation any and all claims with regard to intellectual property rights, such as copyright, privacy, publicity, libel, and related legal issues.
- User understands that the use of the image does not surrender the NPS's right to use or grant others permission to use the image.
- User agrees to furnish the NPS Museum Management Program and the Park with a complimentary copy of the publication.
- User agrees to prepay all costs, unless otherwise arranged..
- User agrees that images cannot be altered without written permission of the NPS Museum Management Program.

### D. How to Obtain a High-Resolution Digital Image

To obtain a high-resolution digital image, slide or photograph, please follow the procedures outlined below.

#### 1. How do I order a high-resolution digital image?

To obtain a high-resolution digital image, you need to:

- Download, print, complete, and sign the NPS Permission Agreement at <http://www.cr.nps.gov/museum/utility/NPSImagePolicy.pdf>.
- Calculate the cost recovery charge back fee using the schedule below.
- Fax a copy of the signed NPS Permission Agreement and worksheet to NPS Museum Management Program, Image Services at 202-371-6757.
- Send the **paper copy** of the NPS Permission Agreement with original signatures, completed worksheet and payment to the address below.

Museum Management Program  
 National Park Service  
 1201 Eye Street, NW, 6<sup>th</sup> Floor  
 Washington, DC 20005.  
 Attention: Image Services

- NPS Museum Management Program staff will:
  - notify you if the format you requested is available or needs to be made, for example, whether the high-resolution image exists.
  - prepare the request package on receipt of the signed and faxed NPS Permission Agreement and payment
  - sign the NPS Permission Agreement
  - process your request
  - send you the images and a signed copy of the NPS Permission Agreement.

## **2. How are orders shipped?**

Orders are shipped by first class mail unless a special delivery service, such as FedEx, is requested and prepaid.

## **3. How do I calculate fees?**

The NPS Museum Management Program produces and provides high-resolution digital images. Documentation and administration services, high quality publication image production, and shipping and handling determine costs and delivery time. Use the cost recovery chart below to calculate your costs. Any processes that are not described below will be calculated on a case-by-case basis.

**Cost Recovery Fee Chart**

<b>Basic charge per order:</b>	One time charge per order:	\$16.97
Includes cost of labor to obtain authorizations, and regular shipping and handling.		

<b>Per digital image charge:</b>	Multiply the number of images requested by:	\$30.78
Includes cost of labor to identify and retrieve image, scan it, and create a TIFF.		

<b>CD charge (1 to 60 images per CD):</b>	One time charge per CD:	\$17.30
Includes cost of supplies and labor to make CD.		

<b>Special delivery charge</b>		
1 day [overnight]	ranges from \$17.79-\$20.60	
2-day	ranges from \$10.65 - \$13.71	
3-day	ranges from \$10.19- \$12.84	

Use the sample cost worksheet below to calculate your costs.

**Sample Cost Worksheet**

Basic charge per order	1	X	16.97 per request	=	16.97
Number of digital images requested:	#	X	30.78 per digital image	=	
Number of CDs required: (maximum of 60 digital images per CD)	#	X	17.30 per CD	=	
<b>Total:</b>					

**Examples:**

<input type="checkbox"/> For 1 digital image	
Base charge (16.97) x 1	16.97
CD (17.30) x 1	17.30
Digital image (30.78) x 1	<u>30.78</u>
<b>Total due</b>	<b>\$65.05</b>
<input type="checkbox"/> For 10 digital images	
Base charge (16.97) x 1	16.97
CD (17.30) x 1	17.30
Digital images (30.78) x 10	<u>307.80</u>
<input type="checkbox"/> <b>Total due</b>	<b>\$342.07</b>

#### **4. How do I pay for images?**

Advance payment is required to process an order. Make your check payable to the National Park Service, Museum Management Program and send to:

Museum Management Program  
National Park Service  
1201 Eye Street, NW, 6<sup>th</sup> Floor  
Washington, DC 20005.  
Attn: Image Services

If you have any questions, call 202-354-2012.

#### **5. What is the anticipated time?**

Please allow sufficient time to fill your order. Generally, 14 working days are needed to process a request for a digital image once the signed permission agreement and payment have been received.

#### **6. May I use the image later for another purpose?**

No. Each permission request is for a one-time use only. You must make another request and pay for another use of the image.

**E. NPS Museum Management Program Permission Agreement to Use High Resolution Digital Images.** See the permission agreement below.



**Permission Agreement  
to use  
High Resolution Digital Images**

*Instructions: type in first field; field expands to fit text. Use tab key or mouse to move to next field.*

The NPS Museum Management Program and \_\_\_\_\_ [Park name] hereby grant \_\_\_\_\_ [publisher] a one-time, single edition use of \_\_\_\_\_ [number] high-resolution images (300 dpi) in the \_\_\_\_\_ [Park name] museum collections for publication in the USA. The image[s] will be published in a forthcoming publication titled, \_\_\_\_\_ [publication title] to be published by \_\_\_\_\_ [publisher], \_\_\_\_\_ [street address], \_\_\_\_\_ [city, state, zip code], on \_\_\_\_\_ [date]. The print run will be \_\_\_\_\_ [number] of copies.

The NPS Museum Management Program and \_\_\_\_\_ [Park name] hereby grant the use of the following image[s] subject to the terms and conditions noted below:

**NPS Catalog Number; Object Name; URL of Object Image.**

*[Include the NPS catalog number, object name and specific URL of each object here, or attach a separate list.]*

**The user hereby agrees to the following terms and conditions:**

- Permission is for a one-time, non-exclusive use of the high-resolution of the image[s]
- Permission is for a single edition of the publication to be published by the publisher.
- The image must be identified as an NPS image and must carry the NPS caption and full URL of the image using the format below.
- Use of the following credit format for each image as it appears in the publication.

Courtesy National Park Service, Museum Management Program and [Park name]  
Object name, catalog number  
Photo by [Photographer name]  
[www.cr.nps.gov/museum](http://www.cr.nps.gov/museum)

- User agrees to obtain all intellectual property rights, including copyright from the rights holder.
- User agrees to prohibit third party use of the image.
- User agrees to not make changes to the image without written NPS authorization.
- User agrees to release and discharge the National Park Service from any and all claims and demands arising out of, or in connection with, the use of the image, including without limitation any and all claims, with regard to intellectual rights, including copyright, privacy, publicity, libel, and related legal issues.
- User understands that the use of the image does not surrender the NPS's right to use or grant others permission to use the image.
- User agrees to furnish the NPS Museum Management Program and the Park with a complimentary copy of the publication.
- User agrees to prepay all fees.

***For the Requester:***

\_\_\_\_\_  
Name of Requesting Individual [*Print or type*]

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Requesting Organization [*Print or type*]

Date:

Address:

Tel:      Fax:      Email:

***For the Publisher:***

Name of Responsible Official [*Print or type*]

\_\_\_\_\_  
Signature

Requesting Publisher or Organization [*Print or type*]

Date:

Address:

Tel:      Fax:      Email:

***For the National Park Service:***

Name of Responsible Official, NPS Museum Management Program

\_\_\_\_\_  
Signature

Date:

National Park Service  
Museum Management Program  
1201 Eye Street, NW, 6<sup>th</sup> Floor  
Washington, DC 20005  
Fax: 202.371.6757