Images & Copyright: How can I be safe?

Images can do a lot to help tell your story – and in some cases can tell the whole story (think of the power of the cross).

However, unless an image is a graphic or drawing you created from scratch or a photo you took, in order to use it, you have to adhere to U.S. copyright law.

Don't worry if you're not an artist or a photographer, there are plenty of great (and free) images out there. If you need help finding an image for your project, visit the Conference's <u>Graphics Resources'</u> page for a list of several of these resources.

- Every Stock Photo (<u>www.everystockphoto.com</u>) is a great free search engine. Enter your key words and search through the site's millions of photos; each photo has its specific license clearly defined. After finding an image, click on **License** for a description of what "You are free" to do and under what conditions you may use the image.
- Google (<u>www.google.com</u>) Just because an image comes up in a Google search and you can download it, doesn't mean it's fair game. The only way of knowing whether you have a legal right to use an image is to contact the image host directly, or do a deeper Google search (see below).

How do I do a deeper Google search?

Type in your search term (for example, "Tomato"). When the results come up, click on **Images** (**Web** is the default search). Then click on **Search tools**. If you want to search for a specific size (i.e. at least 1,600 pixels wide) then click on **Size**. The most important step is next: Click on **Usage rights**.

- Images to be used for a commercial project: "But we are a church" you may say. A non-profit can still have commercial products (for example, a poster for a chicken barbecue unless you are giving the chicken away for free; a postcard advertising a low-price clothing store; etc.). If you will be using the image for a commercial product, then do one of the following searches:
 - 1. Labeled for reuse This means you can use the image *exactly as is* for your commercial product. You should still look at the license because some images require attribution (giving written credit to the creator).
 - 2. Labeled for reuse with modification This means you can modify the image to meet your needs. Although it's much less common for images in this category, you should still check the image's license to see if it requires attribution.
- Images for a non-commercial product: Do one of the following searches:
 - Labeled for non-commercial reuse You can use the image *exactly as is* for your noncommercial product (for example, a church bulletin, a newsletter, your church website, a meme. Note: Even though a church bulletin is a generally a non-commercial product, an ad in it for your chicken barbecue is a commercial product.) Review the license to see if attribution is required or not.

2. Labeled for non-commercial reuse with modification – You can modify the image for your non-commercial product. Again, review the license to see if attribution is required.

What is <u>Fair Use</u>? While so-called Fair Use permits using copyrighted material for commentary (such as reviews), search engines, criticism, parody, news reporting, research, teaching, library archiving and scholarship, it is not advisable to use copyrighted material for a commercial product and claim Fair Use. If an author is going to speak at your church, you likely can use a cover image of his or her book from Amazon.com to promote the event, even if there is an admission charge because the author has already extended the non-exclusive use of the image to Amazon. To avoid this issue, you may wish to contact the author or publisher directly to obtain the images you seek.

Note: The Upper New York Conference does not condone the infringement of U.S. copyright law. Further, this document is in no way complete in its explanation of the law nor does it constitute legal advice.