

Copyright Images

Just because an image is free-to-view, it does not mean that it is free to re-use.

It is not uncommon to use images and photos to illustrate your material, whether you are writing a blog, creating a newsletter, or designing a poster. However, a lot of images are protected by copyright. This means that the user will need permission from the copyright owner(s) to use their image.

What is copyright?

Copyright protects a piece of work, whether it is an image, illustration or photograph and stops others using it without permission.

How long does copyright last?

For images and illustrations, the duration of the copyright is from the date of creation to 70 years following the creator's death.

Consequences of copyright infringement

If a copyrighted image is used, then a variety of actions may be taken.

- The user may be asked to permanently remove all copies of the image.
- The user may be asked to purchase a licence.
- A commercial arrangement may be agreed for its use.

The copyright owner also may begin legal action. Please note, if a user is found to be infringement of copyright, the costs can be expensive. These can include legal costs for both sides, costs for the image and financial compensation.

How do I ensure I am safe to use an image?

- Any image where you have permission from the copyright owner to use the image can be used. This can be written permission or even a purchased licence from the individual/company.
- You know the copyright term has expired.

Creating a link to images/videos

Individuals are free to share website links to images and videos. However, before they do so they must ensure that the images/videos they are sharing a link to has been published online with the permissions of the individual who holds the rights.

Getty Images and Shutterstock are popular licenced image providers, but we recommend you do your own research.

An image possesses the same level of protection whether the copyright symbol is displayed or not.