



COPYRIGHT AND REFERENCE

When a photograph, video or illustration is used in a publication (print, online or others) the maker's permission is always required. You are also required to reference the maker and any artists/artworks that appear in the work. Every work has copyright protection under Copyright Law.

WHO IS THE LEGAL OWNER?

Anyone who makes a work (photograph, video or illustration) automatically receives the exclusive right to publish and copy it: the copyright (Section 1, Dutch Common Law 1912) The maker is the legal owner of the work. This means publication of a work is never allowed without the maker's permission (such as the photographer, videographer or illustrator). This also applies to images on the Internet. If the maker of a work died more than 70 years ago, copyright expires in the Netherlands (Section 37-42 Dutch Common Law). The copyright can be transferred to heirs.

TRANSFERENCE OF COPYRIGHT

It is possible to transfer legal ownership of a work (photograph, video or illustration) to another party. This is always done in writing by means of a contract. This transference legally permits you to use the work and makes you the new owner of a work.

LICENSE

You can also make agreements on loaning a work (photograph, video or illustration): this is done in writing by means of a license (loan agreement).

TRANSFERENCE OF COPYRIGHT OR LICENSE

Transference of copyright:

The photographer, videographer or illustrator can transfer copyright to Utrecht University. This means the university becomes the legal owner of the work and has authority over the way in which the work can be used without requiring the maker's permission. Transference of copyright upholds the maker's personality rights. This means that as the owner of the work, the university is not allowed to deface it.

License (loan):

As the party that commissioned the work, Utrecht University can obtain a license from the photographer, illustrator or videographer. This gives the university permission to use the work in a certain way: the right of use. For instance, the university can be allowed to use a photograph only on the web and not for printing purposes. The photographer, videographer or illustrator remains the legal owner of the licensed work.

REFERENCE

Copyright also dictates that the makers of a work are entitled to reference. You are therefore obliged to reference the maker, as well as any artists and/or artworks that are seen in the used work. This means it is possible that multiple names have to be referenced in regards to a photo or video.



REFERENCING MAKERS: PHOTOGRAPHER, ARTIST AND ARCHITECT

The right to reference does not just apply to the maker of the resource (photo, video), but also to works that are shown in it:

Photographer:

when a photograph is published, the photographer or stock agency is entitled to reference.

Videographer:

When a video is shown, the videographer is entitled to reference.

Illustrator:

When an illustration is used, the illustrator is entitled to reference.

Artist:

When an artwork is shown on a published photograph or in a video, the artist is entitled to reference + reference of the title of the artwork.

Architect and interior designer:

When a published photograph or video shows a building or interior, and the architecture or interior is the specific subject, the architect and/or interior designer are entitled to reference.

Examples

These photographs show an artwork. This is why they should always come with the photographer's name, as well as the artist's name and the title of the artwork.

REFERENCE IN PRINTING, ONLINE/WEBSITE, VIDEO AND PPT

Printing:

In printing, references are placed in the colophon. If a colophon has to reference multiple names and there is insufficient room, take the most important name and follow it up with e.a. (et al). If there is no colophon, the reference should be directly below the photograph. Beware, there could be other makers with reference rights besides a photographer. For colophons in printing, this information is usually presented in the following order:

Publication: Utrecht University

Compilation: Communications & Marketing (possibly 'in collaboration with...')

Photography: first and last name photographer or photographers
(possibly) Interviews and/or by-line: ...

Design and layout: Name design agency

Printing: Name printing company

© Utrecht University, month and year

(possibly) ISBN/ISSN

**Online/website:**

The Utrecht University website has no general colophon. If a photographer or stock agency requests reference, the university has to meet this request.

On a website, the place for reference is:

1. Directly below a photograph.
2. Below the text accompanying a photograph.
3. In the alt-text of the photograph (the alt-tekst is the text that appears when you make a mouseclick on the photograph).

Video production:

When photographic content is used in a video production, the end credits are the place to reference a photographer or stock agency.

Powerpoint:

When image content (photographs, videos or illustrations) is used in a Powerpoint presentation, the maker's name must be referenced in one of the final sheets under the title/heading: Special thanks to ...

BRANDING RIGHTS

Showing brand names in a photograph or video of Utrecht University is not preferred. Publication of such content is only allowed after the organization in question has granted written permission to do so.

COPYRIGHT INFORMATION OFFICE UTRECHT UNIVERSITY

Are you a student, lecturer or researcher? If you are, please check out the Copyright Information Office (<https://www.uu.nl/en/organisation/copyright-information-office>) .