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The following copyright information is provided by the **Professional Photographers of America**. In concert with our equine photography colleagues, and as members of PPA since 1992, we welcome any questions you may have as we strive to assist and educate our customers, so that we may continue to serve your photography and design needs.

Twenty years ago photographers controlled the means of reproducing their images. Today's environment is vastly different. Technology has advanced to a point where it is easy and inexpensive to reproduce a photographic image. Quality has improved dramatically. The machines in homes and offices may not provide competition print quality but they are more than adequate for many consumers.

What things are copyrighted?

A work is considered copyrighted from the moment of creation. In addition to photographs, other works subject to copyright restrictions are motion pictures, books, sculptures, boat hull designs, architectural elements (not the building as a whole), music, etc.

Who owns the copyright?

The creator of the photograph is usually the copyright owner. A client does not obtain the right by purchasing copies of the work. Copyright ownership is not the same as ownership of a photographic print, digital file or even a film negative. Without a written agreement transferring the rights, all the client owns is the physical object. The copyright owner of a photograph has the exclusive right to, or to authorize others to, do the following:

1. Reproduce the work
2. Prepared derivatives based on the original work
3. Distribute copies of the work to the public by sale or other transfer of ownership.

If someone offers the photographer a photo credit, does that mean they did not infringe?

No. Giving a photo credit has no bearing on whether or not an infringement exists. Without a written agreement to the contrary, the photographer is the only one permitted to make copies their work.

Images were found posted on a website; does that mean they are in the public domain?

Copyright law protects even the images you find posted online. If a website contains copyrighted material that has not been purchased for that use, the Digital Millennium Copyright Act (DMCA) allows the copyright holder to send a letter to a website's Internet Service provider or Copyright Abuse Agent to request the copyright-protected material be removed.

Our prints are labeled: **ILLEGAL TO SCAN OR COPY**

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www.larrywilliamsphotog.com

Image # 000-1234

For more information, please contact us or go to PPA's website: www.ppa.com.

WE OFFER THE FOLLOWING OPTIONS TO OUR CUSTOMERS FOR USE OF IMAGES AND ADVERTISING:

1-Time Use: Current fee is \$50.00 per image/per use.

These images are offered to design professionals only. The image may be used in one design, and may not be archived, nor transferred to any party. In most cases, a design proof is required by email to ensure proper use of image and photo credit.

The following release clause accompanies our image, requiring a reply.

BY DOWNLOADING THE ATTACHED IMAGE, YOU AGREE TO ABIDE BY THE FOLLOWING TERMS OF USE AND COPYRIGHT LAW.

In a reply to this message, please acknowledge receipt of image.

Attached image is intended for a **one-time use** in your ad design/article for publication.

The image remains under copyright by Larry Williams Photography. Photo credit signature may **NOT** be removed.

NO CHANGES may be made to the image without written permission of Larry Williams Photography.

DESIGN CONTAINING IMAGE MUST BE APPROVED BY LARRY WILLIAMS PHOTOGRAPHY PRIOR TO RELEASE FOR PUBLICATION.

Image may not be reproduced or transferred as a digital file to any party, and may not be printed aside from the intended design without the express written permission of Larry Williams.

Any violation of the law with respect to this release will be subject to prosecution.

FAILURE TO COMPLY WITH ANY OF THESE TERMS SHALL CAUSE THE CLIENT TO BE CHARGED FOR AN UNLIMITED USE COPY OF THE ATTACHED IMAGE, \$180.00 PER IMAGE.

Unlimited Use : Current fee is \$195 per image. A print purchase is not required.

An unlimited use copy of a "copyrighted image" allows that the image may be used as many times as needed in ads, in print (i.e. posters, banners, trailer logos, etc.), allowing no changes to the equine portion of the image, which remains under our copyright. Photo credit signature may NOT be removed. It can be transferred to ad designers, magazines, web masters, etc., as needed. The "Unlimited Use" purchase may not be transferred to another customer (i.e. sale of horse to new owner, etc.)

The release offered will be specific to the customer and image(s), but will be similar to the following, requiring a reply.

BY DOWNLOADING THE ATTACHED IMAGE(S), YOU AGREE TO ABIDE BY THE FOLLOWING TERMS OF USE AND COPYRIGHT LAW.

Images attached and listed as 123-1234, 123-6789, are released to purchasing client, NAME, and may be used exclusively by said client for: client's personal printed advertising, client's personal printed photos, on the client's personal website, and used in the client's personal video production. All images are copyrighted by Larry Williams Photography© and are not for resale. The Conformation of the horse may NOT be altered. The copyright signature must remain in place on the image and may NOT be removed.

In a reply to this message, **please acknowledge receipt of images.**

Any violation of the law with respect to this release will be subject to prosecution.

Web Use : Fee is \$25.00 per image that has been previously ordered as a print, unlimited web use.

The image is delivered by email to the customer with the following copyright release, requiring a reply.

Attached image is intended for web use only and may not be used for print, nor submitted to be used in a printed ad design. This image remains under copyright by Larry Williams Photography. Image may not be altered in any way without the express written permission of Larry Williams. Any violation of the law with respect to this release will be subject to prosecution.

[Please acknowledge receipt of image, and acceptance of copyright guidelines by email.](#)