

Website Digital Policy

International Society Daughters of Utah Pioneers

As of: 2013-04-10

As we consider our digital image policy, our intent is to strike a reasonable balance between fair use (the public use of images and information for legitimate purposes, e.g. research, education, reference, etc) and protection of copyrights and use rights for the DUP as collection owners and caretakers of these images. It is particularly meaningful to a non-profit organization like the DUP in that we use proceeds from the sale of these images as a modest source of income to offset some of the costs of maintaining and managing the collection. We also realize that you are likely involved in a project that is worthy in and of itself, and that the project has the additional value of communicating to people the fact that the DUP is a central repository for a large collection of images that are available to patrons.

Website Digital Policy:

- A digital image may be displayed on a website freely provided the longest side of the image is 150 pixels or less (a thumbnail).
 - o This is a reasonable resolution that will allow a viewer to determine the essence of the image and still protect the use rights of the DUP as there is little practical use in enlarging the image.
 - o There is legal precedence for using this number for website thumbnails.
 - o There are any number of inexpensive and easy ways to convert an image to a specific pixel count, including the ability to do so for a large number of files at once using batch file capabilities (There are a number of programs available, including free ones).
- A digital image may be displayed on a website freely at a resolution higher than 150 pixels for the longest side provided the watermark "DUP" is visible on the image.
 - o If a viewer needs more detail than is provided with the first option, the second option allows finer examination while protecting the use rights of the DUP.
 - o There are any number of inexpensive and easy ways to add a watermark to an image, including the ability to do so for a large number of files at once using batch file capabilities (There are a number of programs available, including free ones).
- On the website, include the statement: "Image courtesy of Daughters of Utah Pioneers. Contact DUP Photo Department, for permission to use DUP images." [Statement wording may be altered as long as intent remains the same.]

We believe this to be a practical website policy that gives users the opportunity to display images on a website while protecting the rights of the DUP. Below are examples of acceptable website images.

DUP Photo Dept
801-532-6479, Ext 206
photos@isdup.org



150 pixel
longest
side

800 pixel
with
Watermark

