



## Photo Usage Guidelines for the Diocese of St. Petersburg

Photography and videography are works of art that are protected under U.S. copyright law. The copyright holder is the person who created the work or the individual/organization that commissioned the work to be created through contract or employment.

To help parishes (and all diocesan entities) limit their risk for legal and financial penalties and to advocate for responsible stewardship of resources, the Office of Communications has assembled this list of Dos and Don'ts to guide your search for great visual images that communicate your mission:

### **Do**

- Distribute these Guidelines to all members of your staff that will publish in any form of media to help protect your parish/school.
- Use photos, images and videos that are created by your parish staff and are therefore owned by your parish.
- Use photos, images and videos provided by the Diocese of St. Petersburg Office of Communications only when there is explicit approval to do so.
- Use photos, images and videos that are created by volunteers or freelance personnel as long as they give your parish permission to do so in writing.
- Obtain parental image consent forms for minors who appear in photographs and videos.
- Purchase photo licenses from stock photography websites or download free stock photography from websites. A list of suggested websites is found [here](#).
- Follow attribution or credit stipulations as required.
- Ensure that photographers hired by a diocesan entity agree to transfer copyright to the Diocese/parish/school in writing.

## **Don't**

- Use a copyright-protected photo without seeking permission from a photographer or obtaining a license. (If you are not sure about the copyright, don't use it.)
- Assume that if a photo is on the internet, it is OK to use.
- Assume that churches or non-profits can use photos without permission or a license. When it comes to copyrights, church bulletins, websites and social media, are all considered publishing platforms that are subject to U.S. copyright laws.

## **Fair Use**

If you are using a photo, video or music for a limited audience for educational purposes, that can be considered fair use.

## **Archival Photos**

Please contact the Office of the Chancellor (727-341-6832) before using archival photos to determine their usability.

*Updated on May 17, 2023*