

Modern Art Oxford Images Policy

Image Use at Modern Art Oxford

As a visual arts organisation, Modern Art Oxford takes pride in sharing and creating world-class images. The organisation uses images in and on its website, social media, printed marketing materials, online listings, advertising and onsite at the gallery. As part of our work as a public arts organisation, we are also required to share images with our press, stakeholders, funders and partner contacts.

Third party image platforms

Modern Art Oxford's third party image sharing platforms and their Terms of Service are:

- Twitter: <https://twitter.com/en/tos>
- Facebook: <https://www.facebook.com/legal/terms>
- Instagram: <https://help.instagram.com/581066165581870>
- YouTube: <https://www.youtube.com/static?gl=GB&template=terms>
- Padlet: <https://padlet.com/about/terms>
- Wordpress: <https://wordpress.com/tos/>

Copyright

All copyright, trade marks, design rights, patents and other intellectual property rights (registered and unregistered) held within Modern Art Oxford's image content remains the property of the gallery and its licensors (which includes other users).

As a creative organisation, in certain prescribed circumstances, individuals may adapt, alter or create a derivative work from Modern Art Oxford images for your own personal, non-commercial use, with the prior written permission of Modern Art Oxford and the holder of that image.

Individuals may not copy, reproduce, republish, disassemble, decompile, reverse engineer, download, post, broadcast, transmit, make available to the public, or otherwise use Modern Art Oxford's images in any way except for their own personal, non-commercial use.

Modern Art Oxford would usually regard the following uses of Modern Art Oxford imagery as non-commercial activity:

- Use in free educational lectures and classes;
- Use on an individual or group's website discussing the artwork in question;
- Use on websites that are primarily information-led, research-oriented;
- Use on personal social media accounts, provided the individual is not promoting themselves commercially.

Modern Art Oxford would usually regard the following uses of Modern Art Oxford imagery as commercial activity:

- Use online or in print by commercial organisations;
- Use on an individual's website in such a way that adds value to their business, or for promotional purposes, or where offering a service to third parties;
- Use of images by university presses in publications;
- Use in publicity and promotional material connected with commercial events;
- Unsolicited use of images by news media;
- Use in compilations of past examination papers;
- Use by commercial galleries and auction houses.
- Under charity law, conflicts can arise when one charity is seen as assisting another. Therefore Modern Art Oxford needs to treat other charities (and their trading arms) as if they were 'commercial' organisations.

Image sharing and ownership

As a collaborative organisation, Modern Art Oxford regularly works with artists, participants and audiences to share image content for marketing, press and digital purposes. In order to share the images of others we obtain:

- Signed image permissions forms;
- Signed image licensing agreements in all artist/contributor contracts;
- Full written consent when sharing images with third parties;
- Fully agreed terms when naming or releasing identities.

Image rules and restrictions

Modern Art Oxford shares images for its audience's enjoyment and education. As an organisation, we reserve the right to disallow, remove, edit or report images that are deemed objectionable, offensive, or unlawful.

This includes, but is not limited to, imagery that is abusive, threatening, harassing, defamatory, ageist, sexist or racist. Image content that is intended to promote or incite violence will not be tolerated and, if deemed unlawful, could lead to further action.

The organisation leads on professionally handling any online comments or feedback associated with the imagery, including general comment responses, answering questions or, if necessary, comment removal. Modern Art Oxford does not remove comment or opinion unless it is deemed offensive or triggering to others.