



Nunavut Tourism Media Library Lending Policy

Policy Statement

NUNAVUT TOURISM has invested in the creation of a Media Library; the purpose is to provide material for the promotion of Nunavut attractions and tourism products. The Media Library is intended for the use of NUNAVUT TOURISM in its efforts to promote tourism opportunities and development in the Nunavut.

Images provided by NUNAVUT TOURISM must be used only to promote Nunavut and/or Nunavut products in a manner that will benefit tourism development in the territory. You may not use the Images for unlawful or other immoral purposes, for spreading hate or discrimination, or to defame or victimize other people, societies, or cultures. You may not use Images in a way that can damage the image or reputation of NUNAVUT TOURISM.

For the purpose of this policy, the following definitions shall apply:

Media: Includes digital images, video, film-based images (positives and negatives), prints, film footage, audio, CD-ROM, graphics, illustrations, logos, articles, website content, and any other form of visual, audio or other media.

User: The individual, group, company, government department, association, or organization who submits a request for the use of audio/visual materials from the NUNAVUT TOURISM Media Library.

Project: The article, publication, story, advertisement, poster, display, illustration, video, film, website, or other media project proposed by the user.

Objectives

The objectives of this policy are:

- To ensure materials are made available for projects that will benefit tourism opportunities, awareness and/or development for Nunavut
- To provide guidelines for the conditions of use and the license agreement
- To maintain a collection of quality, high impact media for promotional and marketing activities

Scope

This policy applies to all users of the NUNAVUT TOURISM Media Library.

Procedures

Criteria for Usage

In assessing requests, the following criteria will be used:

- Requested media is for non-commercial use only. This includes media, promotional, educational, and other non-profit purposes.
- User's project must demonstrate that materials provided by NUNAVUT TOURISM will be used to promote Nunavut and/or Nunavut products in a manner that will benefit tourism development in the territory.

- All User accounts with NUNAVUT TOURISM must be in good standing.

Non-commercial projects that do not demonstrate a positive benefit to tourism promotion, as decided at the sole discretion of NUNAVUT TOURISM, will be treated as commercial usage.

NUNAVUT TOURISM members in good standing have the special privilege to use selected media for commercial use related to the marketing of tourism products in Nunavut. Media will not be used for any revenue generating activities unless approved by NUNAVUT TOURISM in writing.

This includes:

- Creation of in stand displays for consumer/trade shows
- Designing a brochure, newsletter, or other promotional print media
- Development of a website
- Other marketing or promotional activities as approved by NUNAVUT TOURISM

Conditions of Usage

All Media provided by NUNAVUT TOURISM is copyright protected. NUNAVUT TOURISM will lend media materials for approved projects under the following conditions:

- Unless otherwise indicated, all licenses for Images are one-time and non-exclusive.
- User accepts of all the terms of the lending policy.
- Credit is given to Nunavut Tourism and the photographer, author, or creator of the media
- Credit is given to NUNAVUT TOURISM as the source of the media
- Media is not to be modified, duplicated, shared, sold, or copied in any way unless otherwise authorized by NUNAVUT TOURISM
- A copy of the project must be sent to NUNAVUT TOURISM within 30 days of publication or project completion.

Media is not to be used for any products intended for re-sale. This includes, but is not limited to:

- Packaging for software, music albums, CDs, cassettes and videotapes
- Book jackets and interior pages
- Calendars, books, guides, postcards, greeting cards and posters