

## Washington County Visitors Association (WCVA)

### Visual Image Lending Policy

The Washington County Visitors Association (WCVA) is a not-for-profit, 501(c)(6) organization. In order to maintain the contractual obligation we have with our photographers, you must agree to comply with our policy for image use.

Please read the policy below, and if you believe your use of our image(s) would comply, complete the submission process on CleanPix. Use is limited to images requested. By submitting a request the requestor acknowledges having read this policy and agrees to comply fully with the terms of the WCVA Visual Media Lending Policy.

Your request will be reviewed for compliance with this policy; and a decision will be determined as quickly as possible. If approved you will be provided information to logon to CleanPix and retrieve the requested images.

#### GENERAL USAGE GUIDELINES

1. The photographic images in WCVA's photo library are used to establish Washington County's brand image at home and abroad. To protect the integrity of this image, WCVA reserves the right to reject any request for photographic images. (See approved uses and restrictions to follow.)
2. Loaned images may not be redistributed, loaned, sold, or altered.
3. For any photographic images loaned by WCVA and used for publication or broadcast, **credit must be given to the photographer** and/or the Washington County Visitors Association, as indicated. It is requested, but not required, that the WCVA website, [www.VisitWashingtonCountyOregon.com](http://www.VisitWashingtonCountyOregon.com), be listed where appropriate.

#### APPROVED IMAGE USES

State and local government agencies and industry partners who promote Washington County, Oregon tourism (including media, tour operators and meeting planners) are entitled to use WCVA photographic images only within these established guidelines, unless specifically approved in writing.

#### MEDIA

- Newspaper/magazine travel articles on Washington County, Oregon
- Broadcast television series and news reports featuring Washington County, Oregon as a travel destination.
- Travel websites with Washington County, Oregon as a travel destination
- Guidebooks and WCVA publications and tourism advertisements and travel trade articles
- Public Service Announcements (PSA's)

## MEETING PLANNERS

- Definite booked future business in Washington County, Oregon may use the images for PowerPoint presentations, convention newsletters, attendance-building collateral pieces and magazine articles highlighting Washington County as their group's meeting destination
- Bids being developed in partnership with the WCVA

## TOUR OPERATORS

- To support a group tour or incentive trip to Washington County, Oregon
- Tour operator or receptive operator brochures published to promote packages to Washington County, Oregon

## **SPECIFIC RESTRICTIONS**

Photographic images will not be loaned to commercial entities to promote a business, group of businesses, or an individual unless that business or individual can prove a quantifiable, positive economic impact on the overall Washington County, Oregon tourism industry as a direct result of the loan.

**DISCLAIMER: The non-approved use of WCVA images may leave both the borrower and WCVA exposed to potential litigation by photographers. For this reason, no images will be loaned without the completed and signed usage request form. This policy is firm and enforced.**