

## Key Points - FAQs

*This document covers the main points in a concise form for people registering to be able to download free images from North News and Pictures .(To read the **Full Terms and Conditions** covering the site please click here)*

*It is important to understand that although we are dedicated to providing free pictures we have a business model that enable us to do this and the rules have to followed, if we see malicious, flagrant and malfeasant misuse we will sue—if someone makes a honest mistake we won't.*

*It's pretty obvious that these key points are for guidance only and in cases of dispute it is the full Terms and conditions that would be applied.*

**1) Can I see your images without having to register?** -- Yes, you can follow us on twitter and also just click on our website to see the Free pics.

**2) Why should I register then?** -- Registering gives two things extra; the first is you can not only see free pics but you can download them to use.

The second is you can see our 'Live' News pictures as well.

You don't have to pay to register of course and, as long as you stick to the simple rules below you don't have to pay for 'Free Pictures' you use ever either.

**3) Can I use free pictures anywhere and as often as I want?** -- Not quite everywhere. You can use them in magazines, newspapers, web publications books etc, and in company reports, on company website pages, power points, PDFs, newsletters, presentations whether in house or to external audiences, in person or via email or webinars/seminars etc etc.

You can't use them in adverts though, so no posters, billboards, TV, radio, print or web ads.

Nor can you sell them or provide them to anyone else either for them to use (tell them about our site and they can register themselves)

Also you can only use a picture once per download.

**4) So I can't take the picture and keep it on my computer to use again and again?** -- We're afraid not. But don't worry, to use a picture again all you have to do is download it separately again and you're completely okay. If you download a pic 40 times you can use it 40 times. But you cannot store it, nor provide it to others via purposed photo sharing sites.

You have to use it or lose it.

**5) Sounds a bit of a chore downloading a picture again?** -- It isn't that much of a chore really, and we have to get something out of it—top quality, compelling but free images completely Rights Cleared don't grow on trees.

Getting fair usage records for our clients who commission or provide the pictures is what we get out of it.

**6) Okay—what about the pictures in Live, the ones that are not free?** -- To get hold of these just get in touch directly and depending how urgent it is either use the email address and let us know exactly what you want it for [pictures@northnews.co.uk](mailto:pictures@northnews.co.uk) or call us on the Content Desk **0191 233 0223**.

**7) What about website use--- website pages can get URL'D on twitter and in emails all over the place?** -- That's okay, the Terms and Conditions in respect of internet/web use is that 'using it once' means once in a separately dated and put together page. If that is viewed on your site or by linking to it directly with URLs etc then that is fine --- If you wrote another article or blog and wanted to use the picture again then just take a second to download it again--- so we're happy.

**8) What if I used it on two or three separate pages of the same PowerPoint, or in a single newsletter but on different pages, like a contents page, then the article, maybe even in a 2<sup>nd</sup> article?** -- That's okay, as long as it is one single, separately dated and put together document or publication it's fine.

**9) Is there a catch, do you sue at the drop of a hat?** -- As long as you follow those three main 'don't' in 3) above then there is no catch.

There is a 4<sup>th</sup> don't, but because most of our site users are nice people like you, we don't feel this is likely to happen but it's best to know; you can't use the images in a derogatory way either (that's in a libellous, illegal, obscene or offensive way that could cause anger, distress or damage to the people or companies on the image).

But those apart we are pretty relaxed, and as we said earlier we aren't out to jump on people who may make a honest mistake -- But if we get evidence that a user is deliberately breaking the rules then we might feel we have to protect our business model and the interests of partners who may be providing the pictures---but that is a very, very rare situation.

We find most people are just pleased to have a large and growing source of top quality pictures that they can confidently use, knowing they are secure to do so.