



---

**National Park Service  
Museum Management Program  
1201 Eye Street, NW  
Washington, DC 20005**

**IMAGE USE POLICY**

**Table of Contents**

- A. Overview
- B. Approved Use
- C. Terms and Conditions for Use of Low-Resolution NPS Digital Images
- D. Terms and Conditions for Use of NPS High-Resolution Digital Images
- E. How to Obtain a High-Resolution Digital Image
- F. Fees

**A. OVERVIEW**

The National Park Service [NPS] makes digital images of Museum collections available to increase access to NPS museum collections. Conditions for the use of low-resolution digital and high-resolution images, approved uses, costs, and how to obtain digital images are provided in this document. A fillable permission agreement is provided separately. Each permission agreement covers a one-time use only. For another use of the image, a new permission agreement must be completed.

National Park Service images of NPS museum collections are provided on a cost recovery charge-back basis in accordance with 43 USC 1460 and National Park Service policy. Certain materials in NPS collections may be protected by the U.S. Copyright Law (Title 17, U.S.C.), or restricted by NPS gift or purchase agreements, donor restrictions, privacy and publicity rights, and licensing and trademarks.

Subject to the conditions noted below, the NPS Museum Management Program provides the following images for approved use as noted in section B:

- *Low-resolution digital images* at 72 dpi that may be downloaded directly from the NPS Museum Management Program web site at <[www.nps.gov/museum](http://www.nps.gov/museum)> at no cost.
- *High-resolution digital images* of objects in National Park Service museum collections on display in virtual exhibits on the NPS Museum Management Program web site at <[www.nps.gov/museum](http://www.nps.gov/museum)>. Documentation services, high-resolution digital image production, and shipping and handling determine cost recovery charges.

**Note:** Images of NPS museum collections on display in the NPS *Web Catalog* <[www.nps.gov/museum](http://www.nps.gov/museum)> are not available through NPS Museum Management Program. Contact the park directly to obtain these images.

## **B. APPROVED USE**

The National Park Service grants approval for use of the NPS image[s] to publish, produce, upload to a web site, or publically display in each of the formats listed below. **Each permission request is approved for a one-time use only.**

*Print publication:* Permission is granted for one-time use, for one edition, and in one language. Additional language editions, subsequent editions, and any related promotional use must be considered as separate requests.

*Film and electronic production:* Permission is granted to the Producer to use the image provided in the preparation, production, and distribution of the product and any version thereof for the life of the product. Permission is non-transferable and is only for the expressed purpose described in the permission agreement.

*Website use:* Permission is granted to use the image on one web site for the life of the web site. Digital images must be displayed electronically at 72 dpi.

*Public display:* Permission is granted for one-time use of the image for display in a public location; displaying additional copies must be considered as separate requests.

*User* is defined as publisher, producer or developer.

*Product* includes hard copy or electronic print publication, film, video, web site and public display.

## **C. TERMS AND CONDITIONS FOR USE OF LOW RESOLUTION NATIONAL PARK SERVICE DIGITAL IMAGES**

The National Park Service Museum Management Program allows use of low-resolution [72dpi] digital images of National Park Service collections on the NPS Museum Management Program web site at <[www.nps.gov/museum](http://www.nps.gov/museum)> without written permission subject to the conditions listed below.

- Each image must be identified as a National Park Service image and must carry the National Park Service credit and caption using the format below.

*Object Name or Title*

Courtesy National Park Service, Museum Management Program and [Park Name]

*Catalog Number*

Photo by [Photographer Name]

- Users can print images or download electronic files of low-resolution digital images of NPS objects from the NPS Museum Management Program web site at <www.nps.gov/museum> for their own use, including upload to a web site.
- User agrees to not make changes to the image without the written permission of the NPS Museum Management Program.
- User agrees to release and discharge the National Park Service from any and all claims and demands arising out of, or in connection with, the use of the image[s], including without limitation any and all claims, with regard to intellectual rights, including copyright, privacy, publicity, libel, and related legal issues.
- User understands that the use of the image does not surrender the National Park Service’s right to use or grant others permission to use the image.
- If applicable, user must obtain all intellectual property rights, including copyrights, and any privacy or publicity rights from the rights holder.

**D. TERMS AND CONDITIONS FOR USE OF NATIONAL PARK SERVICE *HIGH RESOLUTION* DIGITAL IMAGES**

Permission to use a high-resolution digital image of a National Park Service collection object featured on the NPS Museum Management Program web site at <www.nps.gov/museum> is granted only through a NPS Permission Agreement, subject to the terms and conditions listed below.

- Permission is for a one-time, non-exclusive use of the image[s].
- Permission is for a single edition and format, and a single language edition of the publication to be published by the User.
- The image may be used in the *Approved Use* format as described in section B, for the life of the publication or product.
- Each image must be identified as a National Park Service image and must carry the National Park Service credit and caption using the format below.

*Object Name or Title*

Courtesy National Park Service, Museum Management Program and [Park name]

*Catalog Number*

Photo by [Photographer name]

- Photo credits for the images must be displayed together with the image or in an acknowledgements section of publication.
- User agrees to obtain all intellectual property rights, including copyright from the rights holder, if the rights holder is not the National Park Service.
- User agrees to prohibit third party use of the image.
- User agrees to not make changes to the image without written National Park Service authorization.
- The digital image must be displayed at low resolution [72 dpi] if it is to be used on a web site or in digital format.

- User agrees to release and discharge the National Park Service from any and all claims and demands arising out of, or in connection with, the use of the image, including without limitation any and all claims with regard to intellectual property rights, such as copyright, privacy, publicity, libel, and related legal issues.
- User understands that the use of the image does not surrender the National Park Service's right to use or grant others permission to use the image.

**and the User agrees to:**

- Furnish the NPS Museum Management Program and the Park with a complimentary copy of the publication.
- Pay all associated costs within 30 days of receiving the digital image.

**E. HOW TO OBTAIN A HIGH RESOLUTION DIGITAL IMAGE**

Follow the procedures outlined below to obtain a high-resolution digital image.

- Download, print, complete, and sign the National Park Service Permission Agreement at <http://www.nps.gov/history/museum/imgreq.htm>.
- Calculate the cost recovery charge back fee using the schedule below.
- Scan or fax a copy of the signed NPS Permission Agreement to NPS Museum Management Program, Image Services at 202-371-6757.
- Send the **paper copy** of the NPS Permission Agreement with original signatures and payment to:

Museum Management Program  
National Park Service  
1201 Eye Street, NW  
Washington, DC 20005.  
Attention: Image Services

National Park Service Museum Management Program staff will process the request and email, upload the images to an FTP site or mail the disk to the requestor with a signed copy of the NPS Permission Agreement.

**F. FEES**

National Park Service museum images displayed at <[www.nps.gov/museum](http://www.nps.gov/museum)> are provided on a cost recovery charge-back basis in accordance with 43 USC 1460 and NPS policy. Documentation and administration services, high quality publication image production, and shipping and handling determine costs and delivery time.

Use the cost recovery chart below to calculate costs. Any processes that are not described below will be calculated on a case-by-case basis.

## 1. Cost recovery fees

- One time charge per order: \$16.97
- Delivery of images on a CD : \$17.30 [1 to 60 images per CD]  
No charge to email/upload images to a FTP site
- Cost per digital image: \$30.78  
Cost for multiple digital images:

Number of Images*	Cost Per Image
1 - 9	\$30.78
10 - 20	\$26.16
21 - 30	\$22.24
31 - 40	\$18.90
41 - 50	\$16.06

- **Total cost:** Number of images X cost per image + one time charge + [CD charge if applicable]  
{\*1 x \$30.78 + \$16.97 [+ \$17.30]}

## 2. Paying for high resolution images

Payment is by check only. Make check payable to the National Park Service, Museum Management Program and mail to:

Museum Management Program  
National Park Service  
1201 Eye Street, NW, 6<sup>th</sup> Floor  
Washington, DC 20005.  
Attn: Image Services

If you have any questions, call 202-354-2015.

## 3. Anticipated delivery time

Generally, 14 working days are needed to process a request for a digital image once the signed permission agreement has been received. Please allow sufficient time to fill the order.

## 4. One time use of images.

Each permission agreement covers a one-time use only. For another use of the image, a new permission agreement must be completed.