



POLICY ON THE USE OF COLLECTIONS MATERIAL IN ADVERTISING AND PROMOTION

IWM is responsible for the care and preservation of material held in its Collections. IWM also has an obligation to promote an understanding of the importance of this original primary resource material in its care and to maintain an awareness of such resources as valuable elements of the historical record.

In addition to the above responsibilities and obligations, IWM also considers the needs of commercial users of its Collections.

Any requests for the use of copies of material held in the IWM Collections in projects designed for the purposes of advertising and promotion are therefore considered on a case-by-case basis.

Requests for IWM permission will be considered according to the following guidelines:

- The use of the material must not trivialise, sensationalise or demean the subjects portrayed.
- The use of the material must not infringe the privacy of a living person.
- The use of the material must not imply endorsement of the product, organisation or service by an identifiable individual.
- The use of the material must not encourage misinterpretation.
- The use of the material must not be used in way that is liable to bring IWM into disrepute.
- The licensing of any IWM material does not imply any endorsement of the product, organisation or service by IWM.
- Material considered by IWM to be of a sensitive nature including, but not limited, to images of dead, wounded and concentration camp scenes, will not be licensed for any advertising or promotional use.
- Any IWM licence for the use of copies of IWM Collections material for the purposes of advertising and promotion is subject to the IWM Terms and Conditions governing the use of IWM Collections material.

This Policy is subject to review and may be changed at any time.

This Policy does not apply to any third party copyright material held by IWM.