



The Whyte Museum of the Canadian Rockies is a non-government, non-profit organization and use fees helps to sustain its collections and programs.
Use fees are charged in addition to reproduction costs as per CATEGORIES OF USE (See Section I)

The Whyte Museum of the Canadian Rockies reserves the right to determine what and how materials within its care can be used and to levy fees for use. Please note that there is a restriction on the use of ten or more images from the same fonds or collection for Category 2 and 3 users. Other donor and Whyte Museum policy restrictions may also apply. Contact the Archives for further information.

I. CATEGORIES OF USE:

CATEGORY 1: Research or private study.

Includes: personal research, personal interior decoration; personal website using own family material; research by students, academics, research specialists, private agencies, government, educational institutions or other.

No *Permission for Use* application is required. No *Use Fee* is charged.

CATEGORY 2: Non-profit and publicly-funded Canadian educational institutions

Includes: publication; thesis; display, presentation (including powerpoint), news broadcast or newspaper; interior decoration; advertising.

Permission for Use application is required – SEE Section II.

No *Use Fee* is charged for traditional formats; Use fee charges for website and digital books to be determined upon application.

CATEGORY 3: Commercial and Government Agencies (federal, provincial or civic)

Includes: publications; display, presentation, broadcast film or video; interior decoration for office or commercial space; advertising; including website.

Permission for Use application is required – SEE Section II.

A Use Fee is charged

II. PERMISSION FOR USE APPLICATION - Allow one week for the application review.

Category 2 Registered non-profit agency Publicly funded Canadian educational institution

Category 3 Commercial Government agency – federal, provincial or civic

Name and/or Company/Agency _____

Postal Address _____

_____ Postal Code _____

Phone: _____ Email/Fax: _____

Please return completed form to: **Whyte Museum of the Canadian Rockies, Box 160 Banff, AB T1L 1A3 or fax: (403)762-2339.** Phone: (403)762-2291, ext. 335; email: archives@whyte.org

Permission for Use is requested for the following:

✓ (please check all that apply)

- PRINT PUBLICATION non-exclusive, one-time use, world rights, all languages
- EXHIBITION, INTERPRETIVE DISPLAY, TOUR, PRESENTATION
- INTERIOR DECORATION (non-personal)
- ADVERTISING (product or service)
- WEBSITE OR DIGITAL PUBLICATION (see page 3 for requirements)

| | |
|---|--|
| PUBLICATION / EXHIBITION / PRESENTATION: book, magazine, journal, newspaper, encyclopaedia; news broadcast; broadcast or DVD video/film/sound; exhibition, interpretive display or tour. * Use fee charges for website and digital book formats to be determined upon application. | |
| MEDIA | *USE FEE |
| Still photographic or textual document image | \$10.00 / image |
| Sound recording (subject to Whyte Museum policy) | \$25.00 / minute or portion |
| Moving image: original film or video footage | In lieu of use fees, entire film must be transferred to recognized archival standard video at expense of client. |
| Moving image: copy video of original film footage or video | \$30.00 / 10 seconds |

| | |
|--|--------------------------------|
| INTERIOR DECORATION | |
| Still photographic or textual document image | \$50.00 / image for Category 3 |

| | |
|---|--|
| ADVERTISING using photographs, textual document content, sound or moving image. *Large-scale campaigns will require discussion and approval with the Whyte Museum Executive Director, and an appropriate fee determined | |
| Menus, placemats, brochure, poster, flyer, display ad, invitation, website: product or service | \$50.00 / image minimum* |
| Sound recording (presentation, display, media ad, website, DVD etc.) | \$100.00 / minute or portion minimum* |
| Moving image from original film or video | In lieu of use fees, entire film/video must be transferred to recognized archival standard video at expense of client. |
| Moving image from existing video copy of original film or video | \$100.00 / 10 seconds minimum* |

Title/description of project: _____

Projected date: _____

SEE PAGE 4 to list the images that you are applying to use.
This is **NOT** an order form. If you need to order images, a Photo Order form must also be submitted.

Please check to confirm your understanding of the *Conditions for Use*:

Use fee

The use fee is (1) per reproduction use; (2) for all editions in the same format with same title. For revised editions a Permission for Use application is required, but additional use fees are charged for new images only.

Credit Line

A credit line must accompany each image or document published, displayed or used in any format or medium: "Whyte Museum of the Canadian Rockies (image ID number + photographer, if known)." A credit line must be placed in an obvious and logical location in proximity to the image or in a dedicated credit section. For website or electronic use: the image must contain the credit and caption as part of the image. Clients are responsible for recording identification details.

Image Integrity

Images must not be cropped, retouched or altered in any way affecting their historical or artistic integrity unless approved in advance by the Whyte Museum.

Website Use

Images on a website must contain the credit and caption as part of the image. Image resolution on website may not be greater than 72 dpi @ 4x6. Images must not be cropped, retouched or altered in any way affecting their historical or artistic integrity unless approved in advance by the Whyte Museum

Gratis Products

Clients are required to send the Whyte Museum a copy of the publication or sample of the product in which the image(s) appears.

Copyright

The Applicant assumes all responsibility under terms of the Canadian Copyright Act (1999) for use of materials acquired from the Whyte Museum. Particular attention should be addressed to images dated after 1948.

Privacy

The Whyte Museum reserves the right to require written permission from individuals, families or their heirs when the privacy of that individual or family might be violated by the reproduction of an image or item from its collections. Use of an image or voice of an identifiable individual in a manner that suggests association with, or endorsement of a product, service or agency is prohibited. The Whyte Museum extends the rights of privacy to include images or sound recordings of sacred or ceremonial rites of First Nations and requires permission from an authorized tribal member before releasing reproductions or approving use.

Waiver

The applicant agrees to hold the Whyte Museum of the Canadian Rockies and its employees harmless against any and all claims arising or resulting from the use of the material and shall indemnify the Whyte Museum and its employees from any and all costs arising or resulting from any such use.

Other uses of reproductions

Reproductions supplied by the Whyte Museum cannot be reproduced, scanned, transmitted, sold, loaned, exhibited, deposited in another repository, or otherwise used for any purpose other than that specified in this agreement.

This is **NOT** an order form. If you need to order images, a Photo Order form must be submitted.

Permission for Use is requested for the following images:

List image(s)#s below: (attach addendum sheet for more than 10 images)

OR

See Photo Order(s)#: _____

| | |
|----|-----|
| 1 | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5 | 10. |

I hereby agree to the "Conditions for Use" as outlined on page 3, and verify that the intended use of all reproductions outlined on page 4 is reported completely and accurately. By signing this application, I accept personally and on behalf of any organization I represent, the conditions set forth above.

Signature of applicant: _____ Date: _____

Name (print): _____ Title: _____

When signed by an authorized representative of the Whyte Museum of the Canadian Rockies, this form constitutes permission for use of reproduction as outlined in this application, including any additional concerns or exceptions described as follows. The Applicant assumes all responsibility under terms of the Canadian Copyright Act (1999) for use of materials acquired from the Whyte Museum. Particular attention should be addressed to images dated after 1948.

Signature: _____ Date: _____

Name (print): _____ Title: _____

Witness: _____

If this application is denied, an authorized representative of the Whyte Museum of the Canadian Rockies will indicate the reason and accompany it by a signature as follows:

(Signature) _____ (Date) _____

| | |
|---|--|
| Method of payment: <input type="checkbox"/> CASH or Cheque <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX Cardholder Name _____ Card # _____ Expiry date: ____ (month) / ____ (year) | Total # of images used _____ Subtotal (Use Fees) \$ _____ G.S.T. (5%) \$ _____ Total \$ _____ Paid receipt # _____ |
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