

Museum and Study Collection Rights and Reproductions Policy

1) Statement of purpose

This policy aims to ensure that the Museum operates in line with the Copyright, Designs and Patents Act 1988 which gives the creators of artistic works the right to control the ways in which their material may be used.

2) Digitisation policy

Digitisation is undertaken by the Museum for educational and promotional use. Images are used mostly, but not exclusively, to show the collection via the online catalogue, through social media or as reproductions in exhibitions.

All digitisation is done on site, either using scanners or in photo studios. Museum works are always accompanied by a member of curatorial staff or a trained volunteer during the digitisation process. The digitised images are numbered with the appropriate accession number and kept on external hard drives in locked drawers, on limited-access cloud storage site and on the Office 365 share point.

The Museum digitises works it has the right to reproduce. It also digitises works where the rights owner cannot be found for not-for-profit purposes and after a due diligence process has been undertaken. Those reproductions are not published in print publications and are displayed on the web with a strict, online take down policy. The Museum uses appropriate searches, outlined in the written procedure for Rights and Reproductions in the Museum's Procedural Manual, to attempt to identify and contact rights owners if they are unknown. Records of correspondence and permissions received are kept on file.

Historically, information about rights was not always gathered when items entered the Museum collections. Now, all donation or purchase agreements relating to new acquisitions include information about rights and reproduction. Artists and makers are asked to allow the work to be reproduced for educational purposes, publicity, marketing and exhibition.

3) Orphan Works register

When someone other than the Museum wishes to reproduce a Museum work that is in copyright for commercial purposes, the Museum asks them either to negotiate with the artist direct, or where the maker is unknown or not contactable, to complete a due diligence check and to apply for an Orphan Works Licence. The responsibility to do this lies with the external organisation. The Museum will also carry out checks and apply for an orphan works licence if it wishes to reproduce an un-authored, in copyright work for commercial purposes.

4) Selling rights

Where the Museum has the rights to a work it may make a charge if approached for permission to use an image of the work in a commercial project. These charges are in line with other organisations and any such transaction will be governed by a contract drawn up by the UAL Legal Services team.

5) Data protection

The museum never passes on any personal details of copyright owners to third parties. However, where contact details are held the Museum may contact the copyright owners on the behalf of third parties, or forward mail or emails.

Date approved by College Executive Board	July 2019
Date for next review	July 2022