

Seefeld Tourism Association (Tourismusverband Seefeld) Terms for the use of images, logos and texts

Images/logos/videos/texts

The website www.seefeld.com/en/press offers access to an image databank for license-free photographs of the 'Olympiaregion Seefeld'.

All images are owned by the Olympiaregion Seefeld and may only be used in connection with the region. Authorisation through the Olympiaregion Seefeld. Please note that the photo credit "Olympiaregion Seefeld/Photographer (if specified)" must be given for all images used.

These terms apply to the use of images, logos, video and texts (hereinafter referred to as 'Media'), whereby the user, by using Seefeld Tourism Association Media (hereinafter referred to as 'STA'), expressly agrees to the applicability of these terms.

STA grants users a non-exclusive, non-transferable license, unlimited in terms of location, for the authorised use of Media downloaded by him/herself.

All rights to the Media, including all copyrights and other industrial property rights that relate to the Media, remain with STA and/or the respective photographer/author.

Permission for uses that go beyond the granted concession can be requested on a case-by-case basis directly from STA (Graphic Design/Marketing/PR Department).

Type of license / authorised uses

STA herewith grants users a non-exclusive, non-transferable license, unlimited in terms of location, for the use of Media downloaded by him/herself for the following authorised uses:

- A non-commercial (= editorial) use of the provided picture, logo and video material is only permitted for members of the Seefeld Tourism Association and the media.
- Use in image databases, image catalogues and similar image collections is excluded.

Types of use - the following shall apply:

- Right of reproduction and distribution, i.e. the right to reproduce and to distribute at will, and/or have reproduced and/or distributed, image material, within the scope of the listed types of use, also onto image/sound/data carriers other than those originally used.





- Retrieval and online rights, i.e. the right to make image material available via analogue, digital or other storage or data transmission technology, with or without intermediate storage, wirelessly or via cable.
- Right to broadcast, i.e. the right to make the image material available to the public as part of the licence type listed above as often as desired in all technical processes (e.g. analogue, digital, highresolution, incl. DVB-T, -C, -S and -H) via radio broadcasting, such as audio and television, wired radio, Hertzian waves, laser, microwaves, etc. or similar technical equipment, regardless of whether the broadcast takes place via terrestrial radio systems, cable television (including via the phone network) including cable retransmission, satellites including direct satellites (DBS), other data or telephone connections or networks such as ISDN, DSL, GSM, UMTS, directional radio, Powerline (electricity connections) etc., other equipment or using a combination of the broadcasting methods.
- Right to print, i.e. the right to use the image material as part of the licence type listed above to manufacture, reproduce and disseminate books, magazines and other publications with or without images. Usage in image databases and similar types of image collections is excluded.
- Videogram right, i.e. the right to utilise the image material by means of reproduction and dissemination using analogue and digital image/audio/data carriers of all kinds. The videogram rights apply, in particular, all storage media (image/audio carriers) of all kinds (CD, DVD, etc.).
- Restricted editing right, i.e. the right to edit the image material using analogue, digital or other image editing methods as follows: altering the image size (enlarging or reducing the proportions, cropping), changing the colour parameters. The rights to use the image material for other purposes shall continue to be held by the creator.

All other rights to the images / logos, including all copyrights and other intellectual property rights that relate to the imagery, remain with the copyright holder.

Not assigned are, in particular, merchandising rights, i.e. the right of commercial exploitation of the logo and image material by selling the image and logo material, or the production and distribution of goods of all kinds that feature images and logos (e.g. posters, postcards, clothing, publications including comics, sound carriers, headgear, mousepads, buttons etc.).

Free Use

STA shall forego payment from the user for granting the aforementioned usage rights.

Copyright and source reference

As far as is technically possible, the user must name the photographer/creator of the image, as stated upon uploading the image, either on the page itself or on the Website Credits page. If the material is used online or in digital media, reference to STA must also be made in the form of a link to www.seefeld.com.

Prohibited Use

The webpage www.seefeld.com/en/press may only be used for legally permitted purposes only. The webpage www.seefeld.com/en/press may not be used to disseminate defamatory, pornographic or otherwise illegal material, threaten or harass third parties or infringe upon the rights of third parties (including personality rights).

Blocking

In case of violation of these Terms of Use, STA reserves the right to block access to the webpage www.seefeld.com/en/press or parts thereof with immediate effect. STA reserves the right to initiate legal proceedings and assert claims (compensation claims in particular).

Database rights

The retrievable Media on the webpage www.seefeld.com/en/press constitute, in their entirety, a database protected by copyright. It is prohibited to adopt or edit the structure of this database, either in whole or in part, without the permission of STA.

Final Provisions:

This license agreement is subject exclusively to the substantive law of the Republic of Austria, with the exception of Austrian international private law and with the exception of the UN Convention on the International Sale of Goods in business transactions with commercial entities, legal persons under public law or in the case of fund assets under public law, the place of jurisdiction is Innsbruck. STA reserves the right, however, to take legal action in any other admissible place of jurisdiction.

DVR-NR: 4017863