

## **Tourism Tropical North Queensland Digital Asset Management Terms & Conditions**

Tourism Tropical North Queensland is the destination marketing organisation responsible for promoting Tropical North Queensland as a preferred travel destination worldwide. As the official tourism organisation for Tropical North Queensland, we have a number of digital assets including photography and footage, inspired by the spectacular beauty of our destination. These assets are for use in promoting Tropical North Queensland as a travel destination of choice.

Tourism Tropical North Queensland purchases rights and leases assets for our online galleries and manages a large volume of quality, high-resolution images and high-definition b-roll footage. These rights-protected assets may be used royalty free at no cost provided usage meets our Digital Asset Usage Guidelines below. Tourism Tropical North Queensland is the owner of all copyright and intellectual property rights in all content contained in the Media Library unless otherwise noted in the description of the material.

Download quota limits do apply and cannot be exceeded, without approval, once achieved. Costs may be incurred for increases to this quota.

By downloading or otherwise making use of, any of the content from TTNQ's Digital Asset Management system, you expressly agree to be bound by these terms and conditions.

### **Digital Asset Usage Guidelines**

Our digital assets may be used by:

- Travel and tourism trade media.
- Conference and Incentive professionals and major and regional event organisers who are working with Tourism Tropical North Queensland to attract or promote an event within the region.
- Travel professionals who are working with Tourism Tropical North Queensland and are promoting Tropical North Queensland as a leisure destination in their campaigns and initiatives.
- Film Professionals who are working with Tourism Tropical North Queensland to promote Tropical North Queensland as a location for on location filming.
- Member businesses of Tourism Tropical North Queensland.
- Governmental bodies or councils engaged in tourism promotional activities.

Our digital assets may be used for the following purposes:

- Sales and marketing campaigns promoting travel to and within Tropical North Queensland, including tactics such as advertising in the form of newspaper, magazine, online, tradeshow and outdoor, print materials, travel professional destination brochures, social media, websites for Tropical North Queensland based conferences as well as blogs and websites.
- Editorial coverage by travel and trade media.

- Film or video coverage prepared by film professionals who are working with Tourism Tropical North Queensland to promote Tropical North Queensland, including:
  - Still photography (car shoots, ads, fashion catalogs, etc)
  - Industrials, infomercials & corporate videos
  - Reality Television
  - Music Videos
  - Commercials
  - Features
  - Television Series & Movies of the Week's
  - Student Projects

Our digital assets may **not** be used for:

- Any commercial purposes outside of tourism promotion.
- Commercial advertising of non-tourism products including advertising supplements within newspaper and real estate materials.
- Placement on souvenirs, commemorative books, guidebooks, DVD's or others consumer goods such as clothing for retail or resale.
- Fundraisers for causes, charitable organisations or political organisations.
- Any way that is deceptive, misleading, defamatory, and discriminatory or reflects negatively on Tourism Tropical North Queensland.

Use of Tourism Tropical North Queensland's digital assets requires:

All users must read and review the individual rights and permissions of **each** photo or video asset they wish to download and use. At minimum, all photos and video must credit with: 'Photo(s) courtesy of Tourism Tropical North Queensland or (insert name of photographer if provided)'.

Tourism Tropical North Queensland reserves the right to refuse or revoke permission to use these images for any reason. By providing these materials, we grant permission for one-time use only. Any use of an image(s) provided by Tourism Tropical North Queensland shall convey no ownership, right, or privilege to the user beyond what is stated in these Terms and Conditions.

By using the images provided by Tourism Tropical North Queensland, user agrees to defend, indemnify and make whole Tourism Tropical North Queensland for any claims, lawsuits or demands against Tourism Tropical North Queensland regarding improper use or credit resulting from user's use of any image herein.

For further information, please contact: [image.library@ttnq.org.au](mailto:image.library@ttnq.org.au).