

TIMECODE	NAME	Dialogue
00.00.03	MARK	Pictures are an essential part of telling stories online. They catch the readers interest and they make your content stand out, but how do you find that all important picture without getting into trouble. Here are five simple rules.
00.00.20	MARK	One, before using an image always check you have permission to use it. When sourcing pictures Elvis should be your first port of call, you should be aware of the copyright indicators, also known as the traffic light system. And read the small print and check and check again for restrictions.
00.00.39	MARK	Sign up to BBC Pictures for images used to promote BBC content, watch out for restrictions though. You can use the Getty Open Content programme to source free images too, just remember to credit Getty appropriately.
00.00.53	MARK	If you have the budget for images from paid for libraries, look up the general permissions agreement, or GPA, which states the subsidised rates that must be paid. And if you're ever unsure check the production rights and business toolkit, both this and the GPA can be found on Gateway.
00.01.12	MARK	Two, avoid lifting images from BBC websites, it is Elvis you should turn to first. Those fantastic pictures you see may well have come from Elvis, if not, they may well be subject to restrictions and they may not have been cleared for pan BBC use.
00.01.29	MARK	Three, just because an image is on the Internet does not mean you can use it. Material from social media is high risk, you must contact the person who took the picture, you need to get written consent to use the image, and you need to verify it is actually their image to share.
00.01.46	MARK	The same applies if someone sends you a picture, or you are sourcing it from a BBC channel.
00.01.51	MARK	Four, images from Wikipedia, Flickr or any other websites that have a creative commons license are also high risk.
00.01.59	MARK	Do not use any images from these sources unless you clear the rights with the owner.
00.02.05	MARK	Five, always attribute, unless you have a good reason not to do so, for example if you're putting someone in danger.
00.02.14	MARK	And remember, if you have even the slightest doubt about the copyright status of an image, don't use it, don't risk it.