

## Rights and Reproductions Policy and Procedures

The San Mateo County Historical Association (SMCHA) provides digital reproductions and licensing of select items in the Association's collection for personal, non-profit, and commercial use. Imaging services require a permit form to be filled out along with payment of associated fees.

Currently, SMCHA only provides digital reproductions of items in the collection. You (the applicant) may take the digital files to a photo lab or major store to print reproductions.

To request an image, contact [archives@historysmc.org](mailto:archives@historysmc.org) and provide the following information:

- Catalog number and brief description of the item
- Description of use including title, date of publication/exhibition, print run (if applicable), and duration of use
- Contact information including mailing address, phone number, email address, and website (if applicable)

By requesting imaging services, the applicant understands and agrees to the following Terms of Use:

### Terms of Use

- All publication requests are non-exclusive. SMCHA reserves the right to license material to multiple parties.
- Permission for publication is for one use only as defined in the permit form. Additional uses or reuse outside of the initial request requires a new contract and payment of associated fees.
- Major alterations to images must be pre-approved and agreed upon in writing. A specialized credit line may be required. If the alteration is such that only a portion of an image is used, "Detail" must appear in the image caption.
- Possession of San Mateo County Historical Association images or media does not constitute permission to use or publish.
- Required credit line:  
[Title] by [Maker] [Date]. San Mateo County Historical Association Collection ([Object ID#]) OR if space is limited, San Mateo County Historical Association ([Object ID#])  
The credit line shall be prominently placed - either adjacent to the image or in a place devoted to credits. Font size must be large enough that it is clearly legible from a reasonable distance.
- SMCHA does not hold copyright to all the original materials in its collection. It is the responsibility of the person or organization requesting materials to comply with all laws

pertaining to its publication or use, including, the laws of libel, copyright, and privacy. The applicant is responsible for obtaining all necessary permissions for publication and holds harmless SMCHA from and against all liabilities, claims, and/or actions.

- Permission for image use may not be transferred to any other user and/or third party, nor may any photographic materials, their derivatives, nor digital files, be transferred to any other user and/or third party.
- The San Mateo County Historical Association reserves the right, at its sole discretion, to deny license to reproduce to any applicant without explanation.

The San Mateo County Historical Association reserves the right to change these Terms of Use without notice.

### Reproductions for Personal Research Use

Archives staff provide researchers with pdf research scans at nominal cost for “personal research use only.” This policy follows current copyright law of the United States, which allows libraries and archives to furnish a photocopy or other reproduction on the condition that the photocopy or reproduction is not to be “used for any purpose other than private study, scholarship, or research.” If that reproduction is later used in excess of fair use, you may be liable for copyright infringement. Personal Research Use documents may contain watermarks or other text noting the intended use.

### Digital Reproduction Rates

Some items from the collection require special rates. Fees are determined by the number of items and types of use. If not listed in a category below, requests will be considered on a case-by-case basis to determine Special Services fees.

- Personal single use: \$25 per image
- Publication single use (such as books, periodicals, films, videos, and other published works)
  - For-profit: \$50 per image
  - Non-profit: \$25 per image
- Exhibition single use (such as prints for display in public spaces)
  - For-profit: \$50 per image
  - Non-profit: \$25 per image
- Graphics or advertising single use (such as book covers, end papers, postcards, calendars, brochures, posters and general print media)
  - For-profit: \$150 per image
  - Non-profit: \$75 per image

- Website use
  - For-profit: \$50 per image per five years of use
  - Non-profit: \$25 per image per five years of use
- Social Media use (watermarked, 600px, 72dpi image)
  - For-profit: \$50 per image
  - Non-profit: \$25 per image

SMCHA does not grant use *in perpetuity*; duration of use is normally granted per print-run, length of an exhibition, or five years for audio/visual and website use. Extensions to the duration of use may be purchased at any time in five-year increments.

### New Photography

For oversize or fragile items that cannot be scanned, a new photography fee may apply. The fee will be determined by whether photography can be done in-house or if an outside vendor is required. New photography will increase turnaround time and the cost will depend on the manner of imaging.

### Personal Use

Requesting a high-resolution image for personal use means that you will not publish or publicly exhibit the material without requesting permission from SMCHA. Personal use examples include displaying an image in your home or personal office or using an image for reference in a project where the image is not part of the published work.

### Turnaround Time

Average turnaround time is 10 business days for a request that is less than 10 items and begins once payment and a signed contract are received. Availability of staff, holidays, and extenuating circumstances may also increase turnaround time. Notice will be given in these cases to the extent possible.

Rush services for a 3-business day turnaround is available and starts when the rush fee of \$50.00 is received. Requests of more than 10 items will increase both the standard and rush turnaround time.

### Contracts

SMCHA staff will create a contract based on the information you provide that specifies the conditions of use. Images will not be sent until a SMCHA signed contract and payment are received. Outside contracts will not be signed.

## Payment

SMCHA currently accepts checks and online payments through our website. If paying online, a link to the payment page will be sent by email along with your contract.

If paying by check, please do not send payment in advance of receiving your contract from SMCHA staff. Once you have received the contract, sign and return with your check to:

San Mateo County Historical Association c/o Archives  
2200 Broadway Street Redwood City, CA 94063

## Delivery Options and Costs

Requested items will be delivered after both a signed contract and payment are received.

Delivery options are:

- Delivery via Google Drive download link – \$0 (recommended)
- Delivery on a USB drive via USPS within the United States – \$10

## Social Media Use

Images from the SMCHA online collection (<https://historysmc.pastperfectonline.com/>) may be used on social media sites (Facebook, Instagram, Twitter, etc.) subject to the following requirements:

- Identify the image using the credit line:  
[Title] by [Maker], [Date]. San Mateo County Historical Association Collection ([Object ID#]).
- Do not use the image to promote, advertise, or sell your own products or services or for any other commercial and unauthorized purposes.
- Please provide a link back to the object record on our collection site:  
<https://historysmc.pastperfectonline.com/>

Images with a discrete watermark at 600px may be purchased for use on social media by making an image request to [archives@historysmc.org](mailto:archives@historysmc.org) (subject to Digital Reproduction Rates starting on page 2). Each social media site will count as a separate use.