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# Union Island Environmental Alliance Stock Footage Usage Agreement

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## 1. Background

The [Union Island Environmental Alliance Stock Footage Database](#) was created with funding from the [Caribbean Biodiversity Fund](#) (CBF), co-financed by the International Climate Initiative (IKI) of the German Federal Ministry for Environment, Nature, Conservation, and Nuclear Safety through [KfW](#), with further generous support by other donors to [Fauna & Flora International](#) (FFI) including the Betty Liebert Trust. This database is maintained by the [Union Island Environmental Alliance](#) (UIEA). The initial content was funded by Halcyon Land and Sea and is owned by FFI.

## 2. Purpose of Database

The purpose of this database is to facilitate free public access to audio-visual content of Union Island and allow stakeholders to promote their island on a local, regional, and global level. A wide range of usage is encouraged. The footage is intended for both non-commercial and commercial use. The database was designed and organized with future content and expansion in mind.

## 3. Access Levels

The database has two access levels:

### Access level 1:

Public access without registration. Footage contains watermarks.

This level is available through the [UIEA website](#) and can be used by the public without registration. All files in this access level have a watermark. This watermark must either remain visible in publications or proper citation must be used.

## **Access level 2:**

Access with registration. Raw footage and footage without watermarks.

This level is available through the [UIEA website](#) and can be accessed after registration and approval. The approval is done by UIEA and is based on the “intended purpose of download”, the applying entity, as well as other factors. Once approved, an email verification with an access link will be sent to the applicant. Through this access level, all footage is available in raw format, without, and with watermarks. Watermarked footage must have a visible watermark; unwatermarked footage must be accompanied by proper citation.

*UIEA will try to process all applications in a timely manner.*

## **4. Usage**

The UIEA encourages use of stock footage; hence, the terms “promote”, “expose”, and “benefit” are handled liberally.

- (1) The footage can be used for non-commercial and commercial publications, once the published product promotes, exposes, or otherwise benefits Union Island.
- (2) The timeframe of usage is unlimited and free of charge.
- (3) The user is allowed to modify files.
- (4) All published files must either include the watermark or have a correct and clearly visible citation – E.G.: “@FFI / Jacob Bock” or [see 6](#).
- (5) Commercial use with an estimated annual reach exceeding 50.000 impressions must be declared in the access application or via email. Also, if lower estimations are exceeded and 50.000 annual impressions are reached after publication, this must be declared via email. ([admnfinance.uiea@gmail.com](mailto:admnfinance.uiea@gmail.com))

## 5. Ownership

The content (video and picture files) within the database is owned by [Fauna & Flora International](#) (FFI), if not declared otherwise. The copyright holder and the author can be identified by the watermark in the bottom right corner of every image or video file.

E.g.: “©FFI / Jacob Bock”. In this example, FFI is the copyright holder and Jacob Bock the author.

For further information on correct citation, [see 6](#).

## 6. Citation

No citation need be used for files with a clearly visible watermark. Otherwise, the following citation must be used:

**© *Copyright Holder / Author Name***

“**Copyright Holder**” shall be replaced with the name of the owner/copyright holder of the file. This name is found on the bottom right of each image or video file.

“**Author Name**” shall be replaced by the name of the author. This name is found on the bottom right of each image or video file.

E.G.: “©FFI / Jacob Bock”

In this example, FFI is the copyright holder and Jacob Bock the author.

## 7. Misconduct

Usage of stock footage will be handled generously, once publications promote, expose, or otherwise benefit Union Island.

Misconduct takes place when footage is used out of context (e.g. promoting another island, factually untrue impressions are created, citations aren’t used or are not used correctly, and commercial use exceeding 50.000 annual impressions is not properly declared).

The UIEA reserves the right to revoke any entity's non-exclusive usage right if the footage is misused.

## 8. Data Collection

To monitor the success of our database, the UIEA collects data through the sign-up forms on its website and obtains anonymized download statistics from the cloud provider. This data is managed with users' privacy in mind.

*If you have feedback or experience technical issues with the database, please contact the UIEA via email: [admnfinance.uiea@gmail.com](mailto:admnfinance.uiea@gmail.com)*