



## **bentART Inc. MEDIA and PRIVACY POLICY**

**Commencement Date:** This policy is commences on February 15 2011.

### **1. PURPOSE**

To ensure artists and those attending bentART Inc. are familiar with bentART Inc's position regarding the use of media and its policy on privacy issues.

### **2. APPLICATION**

This policy applies to all artists, volunteers and patrons who attend the bentART Inc. exhibition.

### **3. POLICY STATEMENT**

Artists own their own copyright, and it can never be taken from them, once the work has been exhibited or distributed with the artist's name intact and some reference to the date of first exhibition or publication.

If artist's work is reproduced without permission any action in response to that lies with the individual artist. However, it should be noted that a painting in the background of a group shot does not constitute a photograph of that painting, any more than a photograph of a particular brand of car in the background of a street shot constitutes a photo of that brand of car.

Bent Art does not hold itself out as a copyright protector for artists or as a privacy protector for exhibition attendees. This is common sense, as the event is in the public domain - being free, open to anyone and taking place in public. Attendees should note that posing for a photograph or a video is implied consent to publish/distribute without limit, and attending at an advertised event is implied consent to be photographed or filmed at that event. Attendees should therefore note that they may be photographed

at the event, and artists that their work may be photographed *as part of general photography of the event.* Artists should also note that bentART may photograph their work and publish it on their website or distribute photographs to other media for publicity purposes in which case suitable acknowledgement of the artist name and title of the work would be made. (see Conditions of Entry on bentART's website for more information).

To summarise, artists own their own copyright, and bent Art Inc. owns the copyright of the event and all the media it generates for the event (including bentART Inc.'s website and all printed materials), however note the following:

3.1 bentART Inc. must be asked permission in writing for all media presence at events and all use of media, and will consider such applications on a case by case basis.

3.2 bentART Inc. may impose limits on the use of captured media.

3.3 bentART Inc. may charge a facility fee for captured media.

3.4 bentART Inc. must be acknowledged in all captured media.

3.5 bentART Inc. requires pre-distribution sign-off of any captured media.

3.6 bentART Inc. is not responsible for breaches of copyright or privacy arising from captured media. bentART Inc. advises all those attending bentART Inc. events including artists, sponsors, bentART members and members of the public that local, regional, national and overseas media outlets may be in attendance covering the event in a variety of media.

3.8 bentART Inc. requires all media to have either current errors and omissions Insurance and/or use relevant clearance forms and/or seek permission from and advise subjects/interviewees of media distribution for each posed and individual/group shot.

**LINKS**

bentARTs website [www.bentart.com.au](http://www.bentart.com.au)

RESPONSIBILITIES	
President	Julie Martin
Policy Contact	Sharryn Ryan, Vice President
Approval Authority	bentART Management Committee

Review Date	3 years from date of commencement of policy
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