

STATE OF VERMONT
Agency of Administration

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| STANDARD STC State Technology Collaborative | ORIGINAL POLICY ADOPTED BY STC | ORIGINAL POLICY NUMBER |
| | DATE: | ASSOCIATED DOCUMENTS |

STATUTORY REFERENCE
OR OTHER AUTHORITY:

APPROVAL DATE:

APPROVED BY: Secretary of Administration

POLICY TITLE: Image Use Policy

PURPOSE: The purpose of this policy is to protect images used on state websites from unauthorized use.

POLICY STATEMENT: Images displayed on state of Vermont websites are owned and copyrighted by the State or are copyrighted by a third party and are being used with permission. Images may not be used without written permission from the state for any purpose, including use in commercial or professional websites or printed materials. Images may not be used to suggest endorsement by the state of Vermont for a product or service.

SCOPE: This policy applies to all images – including photography, logos, emblems, graphics, or artwork - displayed on state of Vermont websites.

Policy:

Images are used on State websites to provide additional information to the user to aid in the identification and understanding of standard text or other data. The images displayed on state websites have been obtained by the state for the purpose of supporting the state's objectives, mission, and interests.

Images displayed on state websites are either copyrighted and fully owned by state or are copyrighted by a third-party and provided to the state with restricted permissions for use.

Permission to use the photographs may be granted to private organizations for uses that are consistent with the state's objectives. Requests for use of images must be made in writing to the Chief Marketing Officer and may be e-mailed to marketing@state.vt.us or mailed to Chief Marketing Officer, State of Vermont, National Life Building, 6th Floor, One National Life Drive, Montpelier, VT 05620. Requests should include contact name, phone number, organization making request, and intended use for image(s).