

History of Advertising Trust

Preserving the past

Documenting the present

Inspiring the future

HAT Archive Collecting Policy

Introduction

This policy statement relates to The History of Advertising Trust Archive, 12, Raveningham Centre, Raveningham, Norwich NR14 6NU, It has been formulated in accordance with the Archive Accreditation Service Standard administered by The National Archives.

The History of Advertising Trust (HAT) was founded as an educational trust in 1976, becoming a company limited by guarantee in 1977. It was awarded charitable status in 1978 (No. 276194).

The vision of HAT's founders, who were experts and enthusiasts working within the British advertising business, was to create an advertising and marketing communications archive collection and library for the purpose of *'encouraging and sponsoring the research and study of all aspects of the growth and development of British advertising'*.

HAT is governed by a board of Trustees and managed by a team of professional staff headed by a Director who regularly reports to the Trustees.

HAT has developed to become the largest and most comprehensive archive of British advertising and marketing communications in the world and now accommodates some 6000 sq metres of physical space at its Archive Research and Study Centre based at Raveningham, Norfolk.

HAT aims to preserve, document and further develop the archive collections and to make them easily accessible to everyone, especially through online communications. In this respect HAT aims to meet the aims of the *Archives for the 21st Century* national strategy. Our vision is to inform and inspire today's students and practitioners, to continue developing collections and provide services to meet the needs of 21st century researchers.

Digital communication is an especially crucial element in building stronger, more active relationships with practitioners in the advertising and marketing community as well as teachers and students at universities, colleges and schools. Public engagement is continuously being developed through HAT's online public enquiry service, catalogue, image galleries, e-newsletters, e-learning resources, social media and an annual events and outreach programme.

HAT is geographically located within the local authorities of South Norfolk District Council and Norfolk County Council. However, it also benefits from being only four miles from the Suffolk border market town of Beccles and so enjoys good working relationships with both Norfolk and Suffolk County Council's museum and archive services. HAT is situated half way between the historic and cultural city of Norwich and the coastal town of Lowestoft, with Great Yarmouth slightly to the north. HAT continues to strengthen its links to the University of East Anglia and Norwich University of the Arts. Although administratively completely separate, HAT also has a special relationship with the Museum of Brands, Packaging & Advertising in London.

HAT Archive seeks to abide by all relevant UK archive and copyright legislation, including the Data Protection Act (1998), as well as professional archive ethical standards and codes of practice.

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Objectives of HAT Archive

Through its archive collections, HAT aims to provide the stories behind the brands, the ideas and research that led to their development, changing image and campaign messages. These can be understood within the context of an evolving advertising industry, its regulatory bodies, agencies, professional associations, networking groups and social clubs whose historical records form the core of the collection.

HAT will acquire and preserve records of any date assessed as being worth of permanent preservation. HAT is always interested in the final advertising images/proofs but also seeks records and documents that show the processes, decisions and stages of development behind the campaigns. Documents that also show internal workings and agency life are also of interest such as staff magazines or photographs of staff and events. Individual career portfolios are also actively sought.

Methods of Acquisition

HAT is a collaborative venture - in effect a “co-operative” of advertising industry and brand heritage records which are:

- a) Donated to the Trust as permanent gifts
(See Appendix 1: *Conditions of Gift* below)

OR

- b) Deposited as a “client collection” on loan to the Trust
Loaned deposits will be considered only if their storage and maintenance is funded by the lender.
(See Appendix 2: *Guidelines and Terms for Client Deposits* below)

HAT holds a number of client archives, including most of the principal industry professional bodies e.g. The Advertising Association, Incorporated Society of British Advertisers, Institute of Practitioners in Advertising, Institute of Public Relations, Chartered Institute of Public Relations, Periodical Publishers Association, Direct Mail Association as well as leading advertising agencies e.g. J Walter Thompson, Collett Dickenson Pearce, Ogilvy & Mather and corporate marketing archives e.g. Butlin's, Hovis Ltd, H J Heinz Foods UK Ltd., Vimto etc.

Donations of gifts and client archive deposits are entrusted to HAT according to HAT's Terms and Conditions to form a unique and very special research and study resource.

As a charitable trust HAT does not normally purchase materials for the archive although books and magazines are occasionally bought for the library.

Donors and depositors receive a receipt together with details of terms of deposit and access conditions.

An accessions register is maintained with details of the records, terms of gift, transfer or loaned deposit, name and address of donor and unique reference number.

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Types of material of interest to HAT:

A collections overview <http://www.hatads.org.uk/catalogue/the-collections/> explains how HAT's collections are organised. Within each section there is a web page for key collections which provide details on their history, archive content and scope/formats

- Minutes of committee meetings
- Annual reports and agency publications
- Internal/staff magazines
- Staff events material (photographs and papers)
- Client account files (client/agency communications)
- Creative briefs
- Account planning records
- Campaign planning records
- Research papers and reports (market, product, consumer, technical etc.)
- Sales data
- Presentations/Pitches (successful and unsuccessful)
- Guard books/Proofs/Transparencies/Negatives
- Original art work, sketches or copywriting notes and ideas
- Posters/point of sale/direct mail
- Radio commercials (Reel to reel tapes, audio-cassettes, vinyl recordings, digital etc.)
- TV commercials in any format (U-matics, Betas, Digi-betas, Film 35mm16mm, digital files etc)
- Internet/Digital advertising
- Digital files of any of the above
- Back copies of current or obsolete trade journals/magazines, award books, agency library books etc.

HAT Reference Library

HAT acquires published material for its Reference Library, mainly by donation. The Library contains some 6,000 (approx) reference books on all aspects of advertising/marketing communications, management, media, public relations, graphic design, printing etc.

There are some 350 trade/professional industry journal titles relating to the advertising/marketing communications industry from the late 19th century to the present day. These are also acquired by donation rather than by subscription.

Although some US journals of note are represented, these are not actively sought.

HAT has passively collected a representative sample of UK newspapers and consumer magazines dating from the 18th century to the present day so that advertisements can be understood within their full cultural and historical context.

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Criteria for acceptance

Before accepting material, HAT considers the following:

- Significant historical/cultural value or potential historical/cultural value to researchers in the future
- Significant creative or innovative value
- It fulfils the needs of social and economic historians as well as media and advertising/marketing industry and brand researchers and practitioners
- It is judged to be worthy of permanent preservation
- Records must be available for public access (subject to them being fit for production), either immediately or from a specified date, which may be at the end of a period of closure. HAT Archive holds the collections of many defunct companies and organisations as well as those of clubs and associations within its field. Together these archives provide much of the history of UK brand communications.
- The condition of the material and its conservation needs
- If the material is at risk of loss, destruction or damage.
HAT aims to rescue important collections which it believes are in imminent danger of destruction or neglect. Precedents of rescued archives include C&A Modes (women's and men's fashion from 1922-2000), the Foote Cone Belding advertising agency guard book collection and the CDP advertising agency archive.
- If the material fills a thematic or subject gap in the story of UK advertising/marketing

Geographical area

HAT Archive is a national collection so primarily seeks to acquire material relating to the UK. However, items of foreign provenance that form an integral part of a UK based collection will naturally be kept e.g. work produced by a UK advertising agency for a non-UK client. For example, 1930s German adverts from the George Butler collection, accumulated during his period of employment as art director for the J. Walter Thompson Advertising Agency in Berlin. This is also true of European regulatory material.

Chronological period

All material is accepted regardless of date. HAT's existing archive material dates from c.1800 to the present day.

Genre of records

Records are acquired in many different formats e.g. paper, video tape, sound tapes/reels, photography and photography of every type including transparencies, negatives, proofs etc.

Film footage is usually acquired in consultation and partnership with a specialist film repository that can provide refrigerated environmental conditions or other conservation measures as required.

HAT will not retain records which are of a particularly specialist nature and which require skills or equipment beyond the repository's resources to preserve or interpret. For example, 35 mm film is not kept unless it's an integral part of a larger collection. 35mm film after transfer to tape will normally be passed to a film archive.

Some artefacts are also accepted, especially if they have a special relationship within the related archive group e.g. promotional packaging e.g. sample cans in the VIMTO collection or sauce bottles in the HP Foods collection. Branded flat packaging, merchandise and product labels are also acquired on merit. See "*Types of material*" above.

Co-operation with repositories whose collection policies overlap with HAT Archive

Although HAT is proactive when it comes to acquiring archival collections, particularly where there may be a real and imminent danger of the archive in question being destroyed, it does not knowingly compete for collections with other repositories.

As a member of the Business Archives Council, HAT will seek further advice through BAC as necessary.

Where a shared interest in material becomes apparent in an established collection, HAT willingly provides copies (or duplicates if available) of the material in question. HAT is committed to working with all interested parties that are dedicated to full and genuine public access.

De-accessioning policy

Once accepted by HAT, donated material is accessioned, appraised and catalogued with the intention that it will be preserved permanently by the Trust.

Exceptions to this rule may be published material such as books, journals or magazines that are duplicated or can be easily accessed in other public library collections. Films may also be transferred to partner film repositories where they can be preserved in the most suitable environment for preservation reasons. -

When assessing potential donations or deposits, HAT will, when appropriate, advise owners and custodians of other record repositories, and of museums, libraries with relevant collecting policies,

Duplicate material may be donated to other organisations which provide public access with the permission of the donor.

No donated or deposited material will be destroyed, disposed of or transferred to another repository without the permission of the owner or depositor.

Information concerning access to HAT Archive collections

Notice of all new accessions is made public at the earliest available opportunity. Usually this will be in HAT's regular e-newsletter and in HAT's Annual Report, available via its website www.hatads.org.uk and via social media which is updated on a regular basis.

HAT has developed an online catalogue and image galleries via its website and collaborates with other organisations, in the production of exhibitions and online resources, to make archive material available to the public. The developing catalogue <http://www.hatads.org.uk/catalogue/> aims to provide access to core collections and new records are regularly uploaded. Lists of selected collections can be viewed via the National Archives website: <http://discovery.nationalarchives.gov.uk/details/a/A13532361> and HAT completes an annual return to TNA.

Everyone is welcome to visit and undertake research at HAT but visitors are asked to make a prior appointment well in advance and to provide a brief statement of research intent. Students and non-commercial researchers can research free of charge. Commercial visitors are charged a search fee. Personal visits to the archive can be arranged by appointment throughout the year, 9.00am-5.00pm Mondays-Fridays, with the exception of bank and public holidays. Educational groups can also be organised by prior arrangement. The building has good access and facilities for disabled researchers.

An in-house research, digital scanning and photocopying service is provided at commercial and non-commercial rates. HAT's rate card is published on its website. Public enquiries are welcome via enquiries@hatads.org.uk HAT does not clear copyright on behalf of researchers who should be aware that they must obtain this for themselves. However HAT Archive staff can often provide advice about whom to contact to obtain this essential permission.

Collections Development Policy and Plan

Key objectives:

HAT will develop its collections by:

1. Actively working in partnership with industry bodies and practitioners to ensure that strategies are in place to facilitate the acquisition of new archive material in all formats, including 'born digital'.
2. Creating an in-depth digital preservation policy to ensure the acquisition and long-term preservation of digital material in partnership with industry bodies such as RAB, BRITISH ARROWS etc.. HAT will continue to survey and transfer material from 'old-style' formats into digital files e.g. reel-to-reel magnetic audio tape. In line with this objective HAT will actively seek more volunteers with digital skills to assist with digitisation and cataloguing projects.
3. Maintaining strong contacts with client archive depositors to ensure that their collections continue to develop by being updated and serviced on a regular basis.
4. Actively seeking to acquire further 'career' collections to document the work of key industry creatives and influencers.

Date and formal review of HAT Collections Policy statement

Following a review of its previous policy, this statement was published on 24 April 2015. It will be reviewed as necessary, and not later than five years from this date.

Appendix 1

CONDITIONS OF GIFT TO HAT ARCHIVE

HAT Archive welcomes the receipt of material by gift or bequest from donors. The following conditions constitute the standard criteria by which HAT accepts documents/archives/artefacts into its collection as gifts.

In exceptional circumstances they may be altered by agreement between HAT and the donor at the time of gift. No collections will be accepted as a gift for the permanent collection on terms that are unnecessarily restrictive or which discriminate against any group or groups of users.

1. Where items are gifted to HAT, title/ownership will transfer to HAT outright after the donor has completed and submitted a signed donation form. HAT cannot accept gifts with special conditions attached.
2. Once a collection has been donated to HAT, the previous owner relinquishes all rights to it unless they are the artistic creator of the material and they own copyright or they have inherited the copyright. In such cases, only copyrights are recognised and maintained. If a request to loan or exhibit the donated material is received, HAT, as the new owner, will deal with the matter appropriately. See items 12 & 13 below.
3. Gifts and their associated documentation will be stored, preserved, catalogued and managed according to current professional archive and museum standards. Items in the collections may be viewed at any reasonable time during HAT's opening hours by appointment made in advance. (At least two weeks' notice.)
4. At the time of gift, the donor will be asked to provide information about the gift/deposit concerning its ownership, history and associations. This information is vital to the interest of the item(s) and no gift or deposit can be accepted without some documentary background.
5. Store the material in an environmentally monitored, secure strong room.
6. If appropriate, discuss the appraisal and weeding of the collection with the donor at the time of gift. HAT will dispose of any unwanted material in accordance with the wishes of the donor. This may include returning unwanted items to the donor, passing them on to another reputable archive or museum or confidential destruction according to the depositor's wishes. In the case of donations of published books, magazines and journals to HAT's library, HAT reserves the right to dispose of duplicates as appropriate.
7. Provide the donor with a receipt at the time the collection is received by HAT.
8. As resources allow, produce a catalogue of all the items/documents retained, in accordance with current national archive standards, for the use of members of the public. For purposes of security and identification, the listing process will involve numbering each item (in pencil) with a document reference. Further copies of the catalogue will be made available in HAT's search room and, if appropriate and at HAT's discretion, will be sent to the National Register of Archives or other archive agencies for public consultation.
9. Record the names and addresses of donors of archives in accordance with the terms of the Data Protection Act, 1998. HAT undertakes that the names and addresses of donors will not be disclosed to any third party without their express permission. However due regard will be given to the right of the donor to be identified by name as the author/intellectual creator of the collection.
10. Allow members of the public access to the documents, subject to the constraints of the search room regulations (a copy of which can be provided on request), in a specially designated and supervised search room. Material containing personal or private information about individuals, organisations or businesses may be closed to the public in accordance with the Data Protection Act.

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11. Undertake preventative conservation strategies to prolong the life of the material. Active conservation by a qualified and commissioned conservator, including cleaning, de-acidification and repair, may be recommended by HAT only if it is considered appropriate and practicable. HAT will not allow access by members of the public to any documents that are considered too fragile for use.
12. Allow the production of surrogate copies of records/documents (where this will not result in their damage) subject to the conditions of current copyright law.
13. Take all reasonable precautions to work within current copyright law and ensure copyright holder's interests are maintained. Requests to publish by outside agencies for commercial purposes may be referred directly to the donor, if they are also the copyright holder, or the appropriate brand owner.
14. Take all reasonable precautions to preserve the material from damage, loss or theft, while in storage or during periods of access, but HAT cannot accept liability for any damage, loss or theft suffered by the documents in the future. HAT does not insure its collections due to the impossibly high costs involved for a small charitable trust. Destroyed, damaged or stolen material cannot be compensated to donors by HAT.
15. Not transfer permanent custody of the material without the permission of the donor/depositor, or in any way dispose of the records without the permission of the donor. Temporary public exhibition requests will be treated in the same way as requests to publish (see item 13).

The Donor

1. Declares that he or she is entitled to gift the material, either as legal owner or as agent for the owner.
2. Will allow HAT to make the material available for public research, subject to statutory and otherwise agreed access restrictions. Will allow copies to be made for or by researchers for non-commercial purposes on condition they sign a copyright declaration form (sample attached).
3. Will allow documents to be marked in pencil (usually on reverse) with a reference number for identification purposes.
4. Will permit HAT to make and use facsimiles/photographs/digital images of the documents for internal or promotional purposes free of charge (in the form of publications, leaflets, presentations, learning materials, displays/exhibitions or on its web site), or for conservation purposes, the copies to be the property of HAT.
5. Undertakes to contact HAT in circumstances affecting change of legal ownership of copyright.
6. Agrees to the terms and conditions of gift to HAT by signing HAT's Donation to the Archive Admission Form.

Appendix 2

GUIDELINES FOR CLIENT ARCHIVE DEPOSITS

This document sets out the standard terms and conditions on which client records are accepted and maintained at The History of Advertising Trust Archive.

INTRODUCTION

1. HAT was established as an educational trust in 1976 and became a registered charity in 1978 (No.276194).

It runs on a strictly not for profit basis, its mission being to protect and preserve the UK's advertising and brand heritage for the purposes of research and study by all. HAT's dedicated, knowledgeable and enthusiastic staff, in partnership with client depositors and donors, has gradually developed the largest and most comprehensive archive of UK advertising and brand communications in the world.

2. Deposits of client archives are always welcome, regardless of age, condition, format or extent, if they contain useful data and information relating to aspects of branding, advertising communications, media or public relations, according to HAT's published Collecting Policy.

Individual client archives can take on a broader significance within the over-arching scope and context of HAT's comprehensive collections, serving HAT's clients as well as facilitating academic research. Clients can also benefit from having access to HAT's wide range of archive, library and information resources e.g. specific brands or products can easily be tracked and cross-referenced across the various advertising agency and other specialist collections represented at HAT. This is especially useful when this material does not already exist within the client collection.

3. HAT Archive accepts archive collections on long term loan from businesses and organisations on the understanding that these collections are deposited by authorised personnel and are intended for access by

- a) the client organisation for its own internal purposes and benefit.
- b) The general public and academic research community

These arrangements are made in a spirit of co-operation and collaboration between the client and HAT so that the deposited client collection becomes part of the UK's shared cultural heritage.

HAT is a member of the Business Archives Council and operates within the best practice framework of the National Strategy for Business Archives (2009). See <http://www.managingbusinessarchives.co.uk/>

4. However, selected records from deposited client collections can be categorised as "closed" to the public at the time of deposit and by special arrangement with reference to data protection and/or any potentially commercially sensitive issues. HAT operates ethically within the *Code of Practice for Archivists and Records Managers under Section 51 (4) of the Data Protection Act 1998* (The National Archives, 2007).

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5. BRAND HERITAGE MANAGEMENT SERVICES:

HAT provides professional long-term care and preservation for all deposited archive collections and offers a portfolio of services to client depositors:

- Professional archive arrangement, documentation and cataloguing.
- Transfer of material into conservation-standard acid-free boxes and packaging materials
- Secure archive storage facilities (BS 5454) with a monitored and controlled environment.
- Research and enquiry services by knowledgeable and helpful staff
- Access to HAT's comprehensive specialist brand communications and media archive, library and information resources
- Digital scanning of documents and images
- Digital transfer service of video and other footage formats
- Efficient internal retrieval and returns system
- Development and maintenance of customised and non-public online archive galleries and web pages on behalf of clients for easy, confidential and secure access to their archive images and data from their own company offices.
- In consultation with the client, HAT can develop on-line galleries of low-res and watermarked branded images for global public access as well as themed e-learning resources for teachers and students. In this way HAT presents client brands positively to the public and helps to raise awareness of their value.
- HAT keenly observes current UK copyright law and best practice within all areas of its operation.

TERMS AND CONDITIONS OF DEPOSIT

The following terms and conditions constitute the standard criteria by which HAT accepts documents/archives into its collection as **client deposits**. In exceptional circumstances these may be altered by agreement between HAT and the depositor at the time of deposit. HAT cannot accept deposits on terms that are unnecessarily restrictive or which discriminate against any group or groups of users.

HAT'S COMMITMENT

1.0 Security and insurance

1. Deposits and their associated documentation will be stored, preserved, catalogued and managed according to current national archive and museum standards and best practice by professionally qualified staff employed or contracted by HAT. HAT subscribes to the National Archive Standard and receives professional support from the Norfolk Record Office conservation team.
HAT is a member of the Business Archives Council, the Archives & Records Association and the Museums Association.
2. HAT occupies a purpose-built single-storied building at 12, Raveningham Centre, Raveningham, Norwich NR14 6NU, with a floor area of over 8,000 square feet. The building is equipped throughout with smoke detectors and fire extinguishers. Chubb fire and intruder alarms are regularly tested and have direct links to emergency fire and police services for immediate response 24 hours a day. HAT employees are trained in archive collections care, fire prevention techniques and security awareness.

The archive strong rooms are equipped with mobile steel shelving (BS 5454 standard) and environmental monitoring and control equipment to maintain a steady rate of temperature and humidity to conserve the collections.

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3. HAT will take all reasonable precautions to preserve the documents from damage, loss or theft, while in archive storage or during periods of access, but cannot accept liability for any damage, loss or theft suffered by the documents during the period of deposit. HAT does not insure its collections due to the impossibly high costs involved for a small charitable trust. Client depositors have the option to arrange their own insurance cover of their deposited material on HAT's premises if they wish. Destroyed or damaged material cannot be compensated to donors or depositors by HAT.
4. HAT will not transfer permanent custody of the documents without the permission of the depositor, or in any way dispose of the records without the permission of the depositor.

2.0. Access Arrangements

1. Items in the client's deposited collection may be viewed at any reasonable time by the depositor or by members of the public during HAT's opening hours by appointment made in advance giving at least one week's notice if possible. HAT welcomes and encourages personal visits to the Archive by client personnel.
2. HAT will allow members of the public access to the documents, subject to the constraints of the search room regulations (see Appendix 4) and any special restrictions on access which may have been agreed with the client depositor, within HAT's designated and supervised research and study room. Material containing personal or private information about individuals, organisations or businesses may be closed to the public in accordance with the Data Protection Act 1998 and/or by agreement with the client depositor at the time of deposit.
3. HAT Archive's research and study room is open free of charge to the public, by appointment, Monday to Friday 9.00am to 5.00pm throughout the year, with the exception of public holidays. To ensure researchers obtain the maximum benefit within the time they have available at HAT they are always offered a customised visit with a trained and knowledgeable member of staff assigned to support their research needs on a one-to-one basis.
4. The search room is invigilated constantly by trained staff during study visits. Photocopying, document scanning and footage transfers can be undertaken by HAT staff on request for which charges are made according to HAT's published rate card (see www.hatads.org.uk). In the interests of conservation and security, visiting researchers are permitted to undertake their own photocopying only after assessment and authorisation by HAT staff of the material concerned. Document production forms recording archive materials retrieved from, checked back in and returned to the archive storage areas are maintained and stored.
5. HAT does not permit the use of personal digital cameras. However, for a reasonable fee, it does permit the use of its own in-house hand-held digital camera on the basis that its contents are downloaded, identified and digitally stored for HAT's records by HAT staff before they are transferred to a CD ROM and given to the researcher. In addition all researchers in receipt of photocopies, digital photographs or footage are required to sign a copyright declaration form agreeing that copied material will be used for private research purposes only and that any applications to publish in future should be addressed directly to the copyright owner/s.
6. For researchers unable to attend HAT's search room in person, HAT provides a commissioned research service charged at an hourly rate. Higher rates are charged only to non-client commercial users. (See Appendix 3).

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7. LOANS OUT:

1. In the interests of continuous public accessibility, archive management, security and preservation, HAT discourages borrowing of original material from the Archive by clients.
HAT has technical facilities to supply high quality digital copies of documents and images on written request within 24 hours if required.
2. HAT has a loans policy and procedure for special events and exhibitions.
3. All costs incurred by HAT in the arrangement and transport of loans will be passed to the client.
4. Temporary public exhibition requests by museums and art galleries will be treated in the same way as requests to publish due to their copyright implications. See Section 5.0.

3.0. Documentation, Data and Cataloguing Standards

1. At the time of deposit, the depositor will be asked to provide information about the deposited material concerning its ownership, history and associations. This contextual information is vital to the interest of the item(s) and deposits are rarely accepted without some documentary background.
2. HAT staff will discuss the appraisal and weeding of the collection with the donor/depositor at the time of deposit.
HAT will dispose of any unwanted material in accordance with the wishes of the depositor. This may include returning unwanted items to the depositor, passing them on to another repository or confidential destruction according to the depositor's wishes.
3. HAT will provide the depositor with a receipt at the time the physical collection is received by HAT. A summary list of contents will be sent to the client after the material has been assessed and organised in more detail at HAT. The client will be asked to sign their agreement to HAT's terms and conditions of deposit on the completed depositor's form supplied.
4. As resources allow, HAT will produce a detailed catalogue of all the documents retained, in accordance with current national archive standards, for the use of the client and members of the public. For purposes of security and identification, this process will involve numbering original archives (in pencil) with a document reference. A copy of the catalogue will be sent to the depositor in either paper or digital format. Further copies of the catalogue will be made available to researchers in HAT's search room and a further copy is normally sent to The National Archives for their records and for possible distribution to the public on request. In consultation with the client, a copy will be available on the appropriate pages of HAT's web site for global access. HAT's website includes pages dedicated to the history and description of the client organisation and archive deposit.
5. HAT will record the names and addresses of depositors of archives in accordance with the terms of the Data Protection Act, 1998. HAT undertakes that the names and addresses of depositors will not be disclosed to any third party without their express permission. However due regard will be given to the right of the donor/depositor to be identified by name as the author/intellectual creator of the collection.

4.0. Preservation

1. HAT will undertake preventative conservation strategies to prolong the life of all archive material in its care.
2. Active conservation by a qualified and commissioned conservator, including cleaning, de-acidification and repair, may be recommended by HAT if it is considered appropriate and practicable. Such work on client deposits will only be undertaken if the depositor agrees to fully fund it. Reports and quotes can be supplied in such cases.

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3. HAT will not allow access by members of the public to any documents that are considered too fragile for use. See Section 2.

5.0. Copying & Copyright

1. HAT will allow the production of surrogate copies using photocopiers, digital scanners or cameras (where this will not result in their damage) subject to the conditions of current copyright law.
2. HAT will take all reasonable precautions to work within current copyright law and ensure client depositor's interests are maintained. Requests to publish by outside agencies, publishers, production companies or broadcasters for commercial purposes will be referred directly to the client, if they are also the copyright holder, for their authorisation. HAT ensures that all researchers sign a Copyright Declaration form when they obtain copies of any material supplied by HAT.
3. HAT will refer all media enquiries to the client contact and will not permit media access to the client archive without the client's written authorisation. Please also see Section 6, Paragraph 7.

6.0. Fees and service charges

1. HAT will agree with the client depositor, at the time of deposit, a basic annual archive management, preservation and storage charge payable by the client. Each year this fee will be adjusted according to current RPI and will be invoiced on an annual basis.
2. At the time of deposit a separate one-off setting up fee will be charged based on a customised assessment of the client collection concerned. This will include the cost of any necessary re-packaging work using acid-free archive boxes and packaging materials, historical research, sorting, listing and data-basing.
3. HAT may identify additional necessary preservation and archive work on a client collection and make recommendations to the client. On request HAT can produce reports, price quotations and costed programmes of work for the client to consider without obligation. HAT is able to programme such work over a number of years to help spread the costs.
4. Any client requests for HAT's digital copying and research services will incur additional fees according to HAT published rate card. Client depositors benefit from a 50% discount on HAT's standard commercial rates. If clients commission representatives from advertising or PR agencies to request these services on their behalf, the client should inform HAT beforehand so that the correct discounted client rates can be quoted and charged to the client directly. If HAT is not informed, full commercial rates will be charged to the contractor which could then be passed indirectly to the client.
5. If clients foresee that they will need to commission regular research and copying work from HAT, there is a facility to set up a "Working Float" at the beginning of each contracted year, on payment of an agreed fee. This fee can be topped up if necessary during the course of the year. In this way numerous and expensive invoicing administration costs can be reduced by both parties. It is helpful if this can be co-ordinated at the client end by a nominated contact who can authorise job requests made by different internal departments within their organisation.
6. HAT will handle all public research enquiries concerning the content of the client archive while it is in HAT's care at no additional cost to the client. Client public relations or customer care departments may wish to refer members of the public to enquiries@hatads.org.uk for assistance with their historical research. HAT reserves the right to charge members of the public fees for commissioned research and copying according to its published rate card.

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7. When written requests by production companies, broadcasters or publishers for commissioned research or copying of client archives are received, HAT will first forward the request to the client and ask for authorisation to go ahead with the work. Initially at the research stage such work usually remains in the private domain and the researcher completes a Copyright Declaration form (see Appendix 2). HAT will charge such agencies full commercial rates for this work unless the client wishes to cover these costs themselves.
8. Reproduction Fees are also payable to HAT by the above agencies only when images, digitally copied and supplied by HAT, are finally published or broadcast following clearance with the copyright owner. Payment of Reproduction Fees to HAT does not in any way imply automatic copyright clearance (see Appendix 3). These are NOT copyright fees but payments for a license to reproduce material copied and supplied by HAT for a specific purpose. Income generation of this kind helps to support HAT's educational and outreach work.
9. As a condition for permission to reproduce this material HAT requires publishers and broadcasters to publicly acknowledge its source in publications or programmes e.g. *The John Smith Archive held at The History of Advertising Trust*.
Two copies of each publication or documentary (on DVD or other suitable format) are also required for
 - a) permanent deposit in the client archive
 - b) HAT's Library.

THE CLIENT'S COMMITMENT

1. The client deposits its archive material at HAT on the understanding that it is intended for access by the public for research and study as well as for its own internal purposes. However, selected records from deposited collections can be categorised as "closed" at the time of deposit, by special arrangement, with reference to the Data protection Act 1998 and/or any potentially commercially sensitive issues.
2. At the time of deposit, the client contact declares in writing that he or she is entitled to deposit the material either as legal owner or as agent for the owner.
3. The client will nominate a client contact who is authorised to deal with queries, copyright permissions, the administration of HAT's invoices and the provision of purchase orders. The client will notify HAT of the name/s of subsequent nominees and their contact details. The client will notify HAT of any change of address or other circumstances affecting the legal ownership of its archive collection or their copyright.
4. The client will deposit its archive collection at HAT for a minimum period of five years. This period will be regularly reviewed and may be extended by written agreement.
5. The client will promptly pay the annual charges incurred. Any additional agreed Brand Heritage Management fees will also be paid promptly. If fees are not paid within 30 days of HAT's invoice, they are, at the discretion of HAT, liable to interest charged at 5% above the base rate of HBSC Bank PLC. If fees remain unpaid for any reason for more than one calendar year, the client collection automatically becomes the property of The History of Advertising Trust.

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6. HAT's role and purpose, as an educational and cultural trust, is to protect and preserve the UK's brand and advertising heritage and to make it accessible to all. As a result HAT's professional archive team inevitably will be concerned if a partner client decides to remove its collection from the public domain or is considering its dispersal or even destruction. These may become options for clients due to business economies, re-organisations, mergers or other reasons beyond their control.
In such circumstances HAT must be consulted by the client immediately. HAT can advise the client of possible alternative measures that can help to safeguard the client's heritage collection for the long-term future and also support the client's interests and objectives.
8. Should the client wish to remove their archive at any time, they will give HAT at least twenty-four months notice in writing, addressed to the Chief Executive, or pay the equivalent annual archive management fees at the current rate in lieu to cover HAT's administration and handling costs. Fees already paid to HAT are non-returnable.
Any shelving, storage furniture etc. purchased by the client for its collection while it has been deposited at HAT remains the property of HAT. However, archive boxes and packaging materials already purchased by the owner will be returned with the archives they contain. Depositors will be prepared to prove their entitlement to withdraw any documents (whether temporarily or permanently) to the satisfaction of HAT.
9. The client will allow the deposited documents to be arranged and organised according to national archive standards. This will include permitting items to be marked in pencil with reference numbers for identification and cataloguing purposes.
The client will consider the archive management and preservation needs of its own archive collection in collaboration with HAT. Clients may be sent reports for additional recommended work with quotations of potential costs. However, agreement by the client to any such additional conservation or other archive management work is not obligatory and work will usually only be carried out with the written agreement and funding provision supplied by the client.
10. The client will permit HAT to make and use facsimiles/photographs/digital images of the documents for HAT's internal or promotional purposes free of charge (in the form of publications, leaflets, presentations, learning materials, displays/exhibitions or on its web site), or for conservation purposes, the copies to be the property of HAT.