



The History of Advertising Trust

Ghostsigns Archive



Terms of Gift

The *Ghostsigns Archive* is being established by The History of Advertising Trust (HAT) as a permanent record of advertising painted directly onto brickwork. Due to the fixed nature of the subject matter the Ghostsigns Archive will predominantly consist of digital photographic images.

The initial phase of the *Ghostsigns Archive* project has been co-ordinated by Sam Roberts via the Flickr group 'ghostsigns' (www.flickr.com/groups/ghostsigns). If you have images that you would like to contribute that are not in this group, please email ghostsigns@gmail.com for details on how to proceed.

As a charitable trust HAT relies on the generosity of donors making gifts to its archive collections. The next phase of the project is to formalise the gift process so that all parties have a clear understanding of their responsibilities.

Before donating photographic images to the *Ghostsigns Archive* you must ensure that you meet and agree to the following TERMS OF GIFT:

1. The material must be your own original work.
2. Your images must not be defamatory, nor should they infringe any UK laws. They must not contain any identifiable person, particularly minors under the age of 16.
3. You are authorised to offer your images, either as legal owner or as the agent for the owner.
4. You agree to grant to HAT, free of charge, permission to use the images in any way HAT wants, including modifying and adapting them for operational and editorial reasons, for publication in any media worldwide, including the HAT website which is accessed by international users. Permission is also given to HAT to license your images for use by trusted third parties, such as publishers, to raise income for HAT's charitable purposes, including the maintenance of the free *Ghostsigns Archive* website.
 - (i) You will retain copyright in your images/photographs. Your agreed permissions to HAT, as described above, are not exclusive, so you can continue to use them in any way you wish, including allowing others to use them. However, you must contact HAT in circumstances affecting change of legal ownership of copyright.
 - (ii) Your images will be credited with your name only if the appropriate box is ticked on the attached form. HAT may need to contact you for administrative or verification purposes in relation to your gift, or in relation to particular projects.

If you meet and agree to these criteria then you can formally offer your images to the *Ghostsigns Archive* using the attached form. Once these have been viewed and accepted by HAT into its collection a signed receipt will be sent to you. At this time HAT will also request high resolution images (where these are not available via the Flickr 'ghostsigns' group). HAT reserves the right to select and accept only those images which it deems suitable for the *Ghostsigns Archive*.

On acceptance of your gift:

1. HAT will store, catalogue and manage all gifts according to the current professional archive and museum standards. HAT will make some or all of this material available for public viewing via its website and any other associated website, as well as through its search room facilities at the HAT Archive.
2. HAT reserves the right to refuse unsuitable or inappropriate material.
3. HAT will record the names and addresses of all donors 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 that particular donor's express permission. However, due regard will be given to the right of the donor to be identified by name as the intellectual creator of his/her photographic images, if specifically requested at the time of gift.

If you have any queries about the *Ghostsigns Archive* and this gifts process please contact ghostsigns@gmail.com or enquiries@hatads.org.uk.

The History of Advertising Trust Archive

HAT House, 12 Raveningham Centre, Raveningham, Norwich, NR14 6NU
telephone: 01508 548 623 | fax: 01508 548 478 | email: enquiries@hatads.org.uk | website: www.hatads.org.uk



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Offer of Gift Form

Please PRINT CLEARLY in all sections

Full name (including title):

Address:

Telephone:

Email:

Flickr profile name:

Website / Flickr photostream:

Please tick the relevant boxes:

- The images I have submitted to Flickr are the largest file size available.
If you have only loaded small files to Flickr then HAT will request access to larger files. You may supply these at your own discretion.
- I would like to be credited as the photographer in the use of my work.
If you don't tick this box HAT will not link your name to your work.
- I would like HAT, at its discretion, to provide a link to my website / Flickr photostream when crediting my work online.
- I agree to allow HAT to contact me regarding press or media publicity for the *Ghostsigns Archive* website.

Agreement:

In signing this form I declare that I wish to offer as a gift to HAT those photographs or digital images submitted to the Flickr Ghostsigns pool (www.flickr.com/groups/ghostsigns). I also confirm that I have undisputed title to this material with full power to make this gift to HAT. I fully understand and accept the terms of the gift.

Signed

Date

Please send your completed form, with your original signature, BY POST to The Curator, HAT Archive, at the address below

To be completed by HAT:

Photographer's ID number:

Name of admitting officer:

Date form received by HAT:

Position:

Date form sent to GS co-ordinator:

Signature:

Date of GS co-ordinator's authorisation:

HAT management name:

Date of acceptance into HAT Archive's permanent collection:

Signature:

Date:

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