

# Conditions for use of material from Destination NORD Media Center

*The following conditions apply when using material from the media center:*

We hereby grant a gratuitous non-exclusive right of use for the material.

The material may only be used in connection with the promotion of Denmark as a destination, including promotion in all written media, Danish as well as foreign (e.g. advertisements, brochures, magazines, newspapers), in all electronic and digital media and on the Internet.

The right of use for the material from the media center may not be transferred to a third party.

The material may only be cropped and adjusted with due regard to the photographer's copyright as laid down in section 3 of the Danish Copyright Act.

Basically, the photographer's name shall always be stated against the material used (or in the colophon). But in cases where this is not possible for technical or esthetic reasons or in cases where it is not usual practice to state the photographer's name, this condition shall not apply.

The material may not be used in an offensive way or in an offensive context. By way of example, it is considered offensive if a photo appears with products sold with a view of profit (i.a. posters, postcards, maps, games, key rings and the like).

If the material includes depictions of works of art or other copyright protected works, the written consent for the use of the photo material shall be obtained from the artist or other copyright holders.

Should the conditions contained herewith not be observed, Destination NORD (owner of the media center) shall have every authority to claim breach of agreement - including a claim for damages - and following a written demand, the right of use for the images will be cancelled with immediate effect.

Destination NORD may claim its rights at any time, and on a reasonable notice - also in cases where no breach of agreement or offence has occurred - Destination NORD may cancel the right of use, and in such cases Destination NORD shall not be held responsible for any claims.

Destination NORD reserves the right to transfer any claims asserted against Destination NORD by one or more photographers, based on non-observance of the conditions contained herewith, including violation of the copyright held by one or more photographers.

Any disputes concerning the interpretation of the terms and conditions contained herewith shall be settled in accordance with the laws of Denmark, venue being the Maritime and Commercial Court in Copenhagen.

The right of use for the material is granted on the condition that the terms and conditions outlined above are accepted.

Destination NORD, November 2021



**DESTINATION NORD**