

## BCHS POLICY ON ON-SITE PHOTOGRAPHY

The collections of the Bucks County Historical Society are an important visual resource for the study of local and family history, the history of everyday life in pre-industrial America, and the life and works of Henry Mercer. The usefulness of the collection visually also extends to numerous commercial and public relations applications. With this in mind, it shall be the policy of the Bucks County Historical Society to make available and accessible photographic images of its buildings and collections, subject to the following conditions and procedures:

1. The following photographic activities are regularly permitted at BCHS sites:
  - a. Exterior photography/videotaping for non-commercial (personal or scholarly) use.
  - b. Interior photography/videotaping for non-commercial (personal or scholarly) use at the Mercer Museum only, and only using hand-held, small format cameras. The use of a flash is also permitted.
2. The following photographic activities are allowed at BCHS sites only with expressed written permission:
  - a. Exterior photography/videotaping for commercial use, or for a commercial or non-commercial publication.
  - b. Interior photography/videotaping for any purpose or with any equipment at Fonthill Museum or Spruance Library.
  - c. Interior photography/videotaping at the Mercer Museum using a camera support or a camera format larger than 2 1/4" x 2 1/4".
  - d. Interior photography/videotaping for commercial use or for a commercial or non-commercial publication.
3. Policies, procedures and fees for photographing on BCHS premises vary according to the intended use of the photographs. There are three categories of intended use:
  - a. Non-commercial use is defined as any photography performed or used by a non-profit organization; or as part of any not-for-profit scholarly enterprise, especially for educational purposes and/or cultural enhancement; or for personal study or reference.
  - b. Commercial use is defined as any photography performed or used by a for-profit enterprise, or in any profit-making venture, for the purposes of creating, illustrating, advertising, marketing or commemorating a product.
  - c. Public Relations use is defined as any photography performed or used by an individual, organization or business which is deemed by the BCHS to have publicity, advertising or marketing value for the Bucks County Historical Society, its museums and/or library.
4. Individuals requesting permission to photograph must reveal their intended use of the images on this form.
5. Individuals requesting permission to photograph are responsible for paying the fees for each category of use as follows:
  - a. Non-commercial use: No fees are generally charged, however a staffing fee may be assessed at the discretion of the supervising department where the photo project requires more than two hours of BCHS staff supervision.
  - b. Commercial use: A commercial use fee may be charged and a special Commercial Use Agreement Form must be signed.
  - c. Public Relations use: No fees charged.
6. Permission must be granted in writing by the BCHS prior to the publication or public display of any image featuring BCHS buildings or collections. **Permission to photograph DOES NOT convey permission to publish. Separate application must be made for publication rights.**
7. Where images taken on the premises are to be published, the Bucks County Historical Society must be acknowledged as the source. The credit line must read either "Collection of the Mercer Museum of the Bucks County Historical Society," "Collection of the Spruance Library of the Bucks County Historical Society," or "Collection of the Fonthill Museum of the Bucks County Historical Society."
8. Where images are taken for non-publication purposes and then later are to be used in a commercial or non-commercial publication, it is the responsibility of the user to obtain written permission from the BCHS and to pay any fees required.
9. A copy of any publication using images of BCHS buildings or collections is to be given to the Spruance Library.
10. Individuals or groups granted access to collections or collections areas for the purpose of photography must agree to abide by BCHS guidelines for collections care and handling as appropriate. In the case of objects, materials or buildings considered especially fragile, the BCHS reserves the right to limit or restrict photography.
12. The BCHS reserves the right to refuse photographic access to the collections to any individual or group.
13. Failure to meet these conditions will result in forfeiture of the right to use BCHS photos for publication purposes unless the conditions are formally waived or altered, in writing, by the BCHS.