

## TURISTIČNO ZDRUŽENJE PORTOROŽ, g.i.z.

Obala 16, 6320 Portorož, Slovenija • T.: +386 (0)5 674 82 60 • E: info@portoroz.si • www.portoroz.si

### General Rules for the Use of Photographs and Audio-Visual Recordings

Photographs and audio-visual recordings (hereinafter: materials) can be **used free of charge for all non-commercial posts with the intent to promote Portorož and Piran as a tourist destination in the Republic of Slovenia or abroad** according to the General rules for the Use of **Photographs and Audio-Visual Recordings (hereinafter: General Rules)**.

The right to use of materials does not have **spatial** (use is allowed in Slovenia and in other countries) **and temporal limitations** unless specific materials are marked as limited regarding the location and duration of use.

The Portorož Tourist Board reserves the right to withdraw its consent for the use of specific materials. The rights gained in accordance with the General Rules may not be transferred to third parties.

### Citing the source and authorship

Photos and audio-visual recordings are permitted for use only with the consistent citation of the author/co-author and the owner of the rights, and in accordance with the communication channel: press release: author/co-author and the Portorož Tourist Board

- printed advertising materials, brochures, flyers: author/co-author and the Portorož Tourist Board

*Example:*

*Photos: Janez Novak, Portorož Tourist Board*

Social media – the author and the owner of the rights must be tagged in text and on the photo (Facebook, Instagram), in accordance with the communication channel:

- **Instagram:** [@portoroz.piran](https://www.instagram.com/portoroz.piran/)  
Link: <https://www.instagram.com/portoroz.piran/>
- **Facebook:** [@Portorož & Piran](https://www.facebook.com/portoroz.touristboard)  
Link: <https://www.facebook.com/portoroz.touristboard>
- **TikTok:** [@portorož.piran](https://www.tiktok.com/@portoroz.piran)  
Link: <https://www.tiktok.com/@portoroz.piran>
- **Youtube:** [Portoroz & Piran](https://www.youtube.com/channel/UCsn59FtNkzFtx9W0mz5mrww)  
Link: <https://www.youtube.com/channel/UCsn59FtNkzFtx9W0mz5mrww>
- **LinkedIn:** [@Tourist Board Portoroz - MICE](https://www.linkedin.com/showcase/portoroz-&-piran-mice/about/)  
Link: <https://www.linkedin.com/showcase/portoroz-&-piran-mice/about/>

*Example for Facebook:*

*Photos: @Janez Novak [@Portorož & Piran](https://www.facebook.com/portoroz.touristboard)*

### Rights of use

A user obtains the following non-exclusive material copyrights for the use of materials regarding downloaded photos:

- reproduction and distribution rights,
- right to make materials available to the public,
- right to display materials to the public,

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- right to include photos in other copyrighted works.

Those rights are related to all forms of non-commercial and unpaid online publications, printed media, audio-visual media services and other communication channels regardless of the type (printed, digital) including:

- digital catalogues, e-magazines, newsletters (exclusively for the purposes of free distribution);
- publication in printed and other media reporting on Slovenia's tourist offer and promoting **Portorož & Piran** as a tourist destination;
- use in social media in organic posts (reporting about an event, press releases (exclusively unpaid posts));
- printed promotional materials, leaflets, brochures (exclusively for the purposes of free distribution);
- promotion events in the Republic of Slovenia and abroad (i.e. tourism fairs, markets, workshops, presentations, etc.) that are exclusively or predominately intended for the promotion of **Portorož & Piran** as a tourist destination.

Those types of use include exclusively unpaid forms of use of materials for purposes of promotion of tourism activities and services in the Republic of Slovenia and abroad and presenting **Portorož & Piran** as a tourist destination.

### Prohibited types of use of materials/commercial use of materials

Use of materials for **commercial purposes**, i.e. reproduction on postcards, t-shirts, books, magnets, inclusion of audio-visual inserts in your own promotional materials, all forms of outdoor advertising (roadside billboards, digital advertising ...), use in advertisements which do not promote Portorož & Piran as a tourist destination, use on websites, which are not intended for the presentation of the tourist destination Portorož & Piran and similar, **is not included in the General Rules and is not allowed**.

The use of materials is strictly prohibited in data carriers and distribution channels that are being marketed and sold to users (books, school textbooks, other commercial publishing, calendars, postcards), consumer goods (clothes and products for use), advertising of non-tourism products and services, reproduction of materials on vehicles, etc.).

### Processing of materials

Use of photographs and audio-visual recordings is allowed **only in an unchanged state**. Processing, adaptation, cuts, inserts and use of single shots in your own and in promotional audio-visual works are not allowed. Exceptionally, the Portorož Tourist Board and a user can, for an individual case of use of materials, make arrangements in writing in advance for special conditions for use of the materials.

### Violations of the Rules for Use

Any violation of material and/or moral copyrights of photographs and audio-visual recordings of authors is regarded as an offence and can result in the material responsibility and liability of user. The copyright infringer is obliged to pay the Portorož Tourist Board for damages arising due to copyright infringement.

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The Portorož Tourist Board is not liable for any use of photographs and videos that is contrary to the Rules. The user of the materials has overall responsibility for the content and the method of use.

### **General provisions**

The General Rules for the use of materials are used for all cases of use of materials unless the Portorož Tourist Board and the user make arrangements in writing in advance for special conditions for use of the materials for an individual case of use of materials.

The General Rules are occasionally amended and supplemented. For the user of the materials the version that is published at the time of publication of the materials by the user applies. If the user does not agree with the changes to the General Rules, they must immediately stop using the materials and remove them from all media and other communication channels.

**For more information regarding appropriate use, please contact:** [info@portoroz.si](mailto:info@portoroz.si)

Portorož Tourist Board

Portorož, 1 January 2023