

**From:** compliance@libdems.org.uk

**Date:** Sun, 25 Feb 2024 at 11:30

**Subject:** Compliance Training Day 25 - Digital Imprints & Copyright

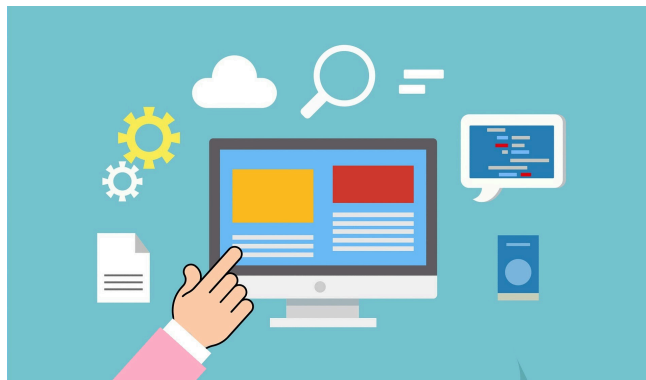
**COMPLIANCE  
AND DATA  
PROTECTION**

Liberal  
Democrats

Dear Colleagues,

Our bitesize training series continues by delving into campaign materials and compliance.

## Digital Imprints & Copyright



### Digital Imprints

Since 1st November 2023, it has been a UK-wide legal requirement for imprints to be included on digital material.

Here's our guide on how to be compliant:

**Digital Imprints Guide →**



## Copyright

Sadly, over the last few months, a number of local parties have received enforcement notices for infringement of copyright on photographs they have used. These notices have financial penalties attached, ranging from £350, to over £1,500.

It is very important to only utilise images that you have permission to use in your campaign literature, on your party website, in your emails and on social media. Even if you think they will not be seen outside of your local party / group, you must own the copyright.

It's worth remembering that just because another local party / Lib Dem organisation has used an image, it doesn't mean that you have permission to use the same photo.

## How do I legally use photographs?

### 1. Take your own photos:

If the person who took the photograph gives you permission to use it, that is fine. This includes photos taken by campaigners, activists and candidates. Therefore we encourage you to take lots of photos of campaigning to use in your marketing / promotional materials.

It is important that you have the consent of everyone in the photograph to use it for campaigning purposes. If a child is in the picture, their parent or guardian must give consent - here's a link to the [Photo Consent Form](#).

### 2. Use Lib Dem photo resources:

You're welcome to use the Party's own stock of images of Lib Dem activities and events, which are stored in the [Campaign Hub](#). (If you don't have access, you can request it using this [online form](#)).

You can also use photos from the [Liberal Democrats Flickr page](#).

### 3. Use royalty-free photos:

You can use the following websites to search for royalty-free images that do not require explicit permission for usage. However, these are better suited for sourcing generic images rather than Lib Dem specific photos:

<https://pixabay.com/>

<https://www.pexels.com/>

<https://unsplash.com/images/stock>

<https://stocksnap.io/>

<https://www.reshot.com/>

<https://picjumbo.com/>

<https://kaboompics.com/>

<https://www.lifeofpix.com/>

<https://picspree.com/en>

We hope this helps you to find photographs for literature and marketing materials in the future - and save you from a fine!

If you have questions, please do not hesitate to contact the Compliance Team by emailing: [compliance@libdems.org.uk](mailto:compliance@libdems.org.uk).

Good luck with your campaign,



**Kerry Buist** (she/her)

Head of Compliance and Governance

*Liberal Democrats*

You can find resources from the recent Treasurer Training Day by clicking here:

**[View Resources](#)** →

And you can view all the emails from the February Compliance Challenge so far by clicking here:

**[View previous emails](#)** →

You are receiving this email as you are listed as an Officer of an accounting unit for the Liberal Democrats.

As these emails contain details of your legal responsibilities as part of this role you are not able to opt out of these emails from our Compliance Team. If you think there has been an error and you shouldn't have received this email, please contact [compliance@libdems.org.uk](mailto:compliance@libdems.org.uk).

Published and promoted by Mike Dixon on behalf of the [Liberal Democrats](#), 1 Vincent Square, London, SW1P 2PN.