

## **Rally Hokkaido Acceptable Use Policy of Photographs and Videos**

Media Centre, Rally Hokkaido

### **1. General**

- 1-1 This document defines acceptable use policies of photographs and videos captured at the Rally Hokkaido (the Event) by its accredited media through their media coverage activities. Uses approved under promoter rights of FIA Asia Pacific Rally Championship are not covered under this policy.
- 1-2 All the photographs and video of crews, competitors, their vehicles, event officials/marshals, items set by the organiser of the Event, captured at the area under control of the organiser during the Event, belongs to the organiser. The below is non-exclusive list of such area:
- service parks, regroup area and refuel zones
  - venue of ceremonial start and ceremonial finish
  - event venues adjacent to Rally Hokkaido
  - rally parks
  - Special stage and associated restricted area, and area surrounding them
  - Rally HQ, Media Centre and its associated facilities
  - scrutineering area

### **2. Use of images captured non-restricted area**

Use of images and videos captured within spectator areas (including paid, free and premium area) and areas open for public access are permitted to use without notification to or approval by the organiser, even if the said area is classified in Article 1-2.

### **3. Use of news coverage purpose**

3-1 Use of photos/video intended for news coverage on television, newspaper, magazines and/or web media which are listed in the accreditation application form and approved with the accreditation, or separately requested at later date and received approval by the organiser, are authorised.

3-2 Following charges area applicable for use defined in 3-1:

photographs: nil

video images: nil, up to 60 seconds (exceeding this will be subject to discussion with the organiser)

#### **4. Use for promotional purposes**

4-1 Use of photos/video for the purpose of promotion of goods/services on television, newspaper, magazines and/or web media which are listed in the accreditation application form and approved with the accreditation, or separately requested at later date and received approval by the organiser, are authorised.

4-2 Following charges area applicable for use defined in 4-1:

photographs: nil

video images: nil, up to 60 seconds (exceeding this will be subject to discussion with the organiser)

#### **5. Use for commercial purposes**

5-1 Commercial use of photos/video contents including ones captured at the Event intended for sale requires advanced permission by the organiser, and request for approval must be made with “Application Form for Commercial use of Photographs/Video”.

This is also applicable to photos/videos captured by news media when the organiser judges its purpose is commercial, due to its program contents and/or length, or it is for paid service, etc.

5-1 Charges for this user will be defined separately.

## **6. Private use**

Private use of photos and videos which this policy is applicable is forbidden, except for the ones captured at the area defined in Article 2.

Coverage and use by competing crews and team members (except for the ones accredited as team media) is out of the scope of this policy, but they must observe appropriate regulations defined separately on their private use such as blogs or SNS.

## **7. Application for additional use**

Photos and videos captured during the Event and thus under effect of this policy must not be used for purposes other than the authorised uses approved with the media accreditation application form, unless separately requested and approved with the “Application Form for Additional Use of Photos/Videos” by the organiser.

## **8. Other users**

Uses which does not fit the classifications defined in Article 3 to 6, and/or uses not defined in this policy must apply for permission and receive approval by Media Officer.

## **Schedule**

This regulation is effective from the Rally Hokkaido 2020