**Copyright images**

It’s important you check that you have permission to use any images you select for your publicity. Vajragupta writes (July 2013): “Dear Centre Chairs and Centre managers, I’m writing to let you know that a Triratna group in the UK has just had a £800 bill from Getty Images for use of an image they were using on their website. The bill was reduced to £400 when they pleaded, but they have basically been stung for unwittingly downloading and using an image that was owned by Getty.

Apparently big companies and stock-photo suppliers can encrypt images, which means their search engines will find them, even if your designer has worked on the image (using photoshop, for example). If they find you are using an image which they own they can then send you the bill…

If you download images from the web to use in publicity you really need to make sure you know where it originally came from – i.e. who owns it. If you innocently copy it from someone else who is using it themselves, but doesn’t actually own it, you could still get into trouble.

There is some guidance on all this at: www.stockphotorights.com

This guidance is produced by the industry – i.e. it is pitched very much in their interests, but I imagine it is basically accurate and worth taking note of.

Please make sure your web designers and relevant folk know about this.

With good wishes, Vajragupta

Director, Triratna Development Team