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Informations to the Council of Europe Cultural Routes **Use of pictures from the #RouteSelfie campaign**

In order to prevent from abuse, conflict and to ensure that the campaign runs properly, here are few rules and advices to follow.

The European Institute of Cultural Routes can use selfies published by participants of #RouteSelfie on social Media with certain conditions:

- **Always use selfies in professional purpose**
- **Using selfies exclusively for communication and promotion actions**, and to improve your Route visibility (internet, social Media, brochures...)
- **Don't use selfies for commercial purposes**
- **Whatever selfie you use, and the way you use it, give the name (or the name of his social Media accounts) of the original author of the picture**
- **Please indicate to the author the using of his selfie and the way you would use it** (communication campaign, events, exhibitions...)
- **The Institute and Cultural Routes don't need any authorization from the author to use his selfie.**
- **Selfies you want using in your communication support don't have to be get out of their context:** don't use a selfie taken in another Cultural Route than yours.

Participants of #RouteSelfie are aware that their selfies are free from copyrights for the European Institute of Cultural Routes and for Council of Europe Cultural Routes. By publishing their selfies, they agree with all terms of the campaign's regulation.