# Using Images in Commercial Online Presentations

## Options for restricted images

For images you do not have license or permission to publish online for commercial purposes, follow these best practices when delivering a presentation in for a one-time virtual conference. For publication of enduring materials on OPEN Pediatrics, see [OPEN PEDIATRICS Guidelines for Using Images in enduring materials](#).

<table>
<thead>
<tr>
<th>If...</th>
<th>...Then</th>
</tr>
</thead>
<tbody>
<tr>
<td>The image is NOT essential for communicating presentation content (e.g. decorative images, comics)</td>
<td>Remove image from your presentation.</td>
</tr>
</tbody>
</table>
| Image is essential to the substance of your presentation | • Work with DME to find or create a substitute image  
• Try and obtain permission for use from copyright holder, or |

## Images created in the course of clinical work

Images that you or a BCH colleague create as part of your work for BCH are do not need copyright approval (technically BCH owns them).

- Images may not contain PII  
- Patient photos or videos require consent from parent or guardian.  
- Note that if you have published the image in a journal or book chapter, you may no longer own the copyright. Publishers often ask authors to sign over copyright upon acceptance of their as a condition of publication. Check your contract.

## Exceptions: images NOT subject to copyright

- Diagnostic imagery (output from monitors, radiological images, sonograms, scopes etc.)  
  - **PHI must be removed.**  
- Representations of plain data that has not been creatively enhanced. Plain bar charts, pie charts, scatter plots and other presentations of data may be OK to include.  
- Public domain images
Examples: Licensing

Creative Commons (CC) is a system anyone can use to establish and communicate terms under which work they publish online can be used. There are six CC license types, with different restrictions and requirements and restrictions. Images with CC licenses usually have a link to a description of the license restrictions and requirements. License for reuse for commercial purposes is essential.

https://search.creativecommons.org/
Then check box at bottom “I want something I can use for commercial purposes”

It is possible to pay a licensing fee for images found in journals. Many publishers work with the Copyright Clearance Center, which provides an online tool for inquiring about licensing fees, and purchasing a license.
Examples: Visual Data (Graphs, Charts, Tables, etc.)

Graphs, charts, tables, figures, that present data without significant creative enhancement may be used without rights or permission. However, if the image reflects significant creative input, it may be subject to copyright. Color alone does not constitute artistic or creative input.

May be used without rights/permission. This data visualization lacks artistic enhancement, even with the color treatment.

May be used without rights/permission. This data visualization lacks artistic enhancement.

This data visualization reflects significant creative or artistic effort. Copyright restrictions would apply and would require permission for use.
Examples: Public Domain Images

Images Created Prior to 1923

This illustration of the heart comes from Gray’s Anatomy, which was published in 1918. Therefore this image is not subject to copyright. This and other images from the 1918 version of Gray’s Anatomy can be downloaded from Wikicommons.

Note that new editions of “Gray’s Anatomy” continue to be published, as recently as the 2015. Images from versions of the book published after 1923 are subject to copyright.

Images Created by US Government Employees or Agencies

This tumor atlas illustration was downloaded from the National Cancer Institute’s Visuals Online collection. Note that not all images in the NCI collection are in the public domain, nor should an image be considered public domain simply because it is found on a government website. This image was explicitly cited as being in the public domain.

Images Released to the Public Domain by the image creator / owner

Any creator can release their work to the public domain, giving anyone the right use the image in any way they want. Wikicommons, among other sites, provides licensing information for images hosted there.

Licensing  [edit]

I, the copyright holder of this work, release this work into the public domain.
In some countries this may not be legally possible; if so:
I grant anyone the right to use this work for any purpose, without any condition.
Examples: Diagnostic Images

Images created by machine without creative enhancement are generally not subject to copyright (e.g., scans, x-rays, scopes, etc.). However, if the image reflects significant creative input, it may be subject to copyright. Color alone does not constitute artistic or creative input.

NOTE: All PHI must be removed from any image!
Examples: Brands and Logos

An organizational logo can be used only if it serves as an informational reference to the organization. Logos may not be used to imply endorsement of a position or practice.

May use generic medication label without rights/permission – if the photo itself is not restricted by copyright. Be sure to remove any PHI!

Images of medications, medical devices, software screens, or other products that have been created by the product manufacturer may not be used without permission from the manufacture. You may use product images that you create or that you have license or permission to use.

Website screen shots may not be used without permission.

Organizational logos can be used if it serves merely as an informational reference to the organization.

Screen grabs of article title pages can be used, without the abstract. When doing so please provide AMA citation for the article.
## Resources for finding and creating unrestricted images

<table>
<thead>
<tr>
<th>Resource</th>
<th>Type</th>
<th>Description</th>
<th>Access</th>
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<tbody>
<tr>
<td>Google Advanced Image Search</td>
<td>Search tool</td>
<td>Ability to filter image searches by type of license including commercial usage</td>
<td><a href="https://www.google.com/advanced_search">https://www.google.com/advanced_search</a> Under &quot;usage rights&quot; category at bottom, choose “free to use or share, even commercially&quot; before entering search terms</td>
</tr>
<tr>
<td>Creative Commons search</td>
<td>Search tool</td>
<td>Filter images by Creative Commons license type including commercial usage; browse collections by museums and other organization.</td>
<td><a href="https://search.creativecommons.org">https://search.creativecommons.org</a> Then check box at bottom “I want something I can use for commercial purposes” before entering search terms</td>
</tr>
<tr>
<td>Wikicommons</td>
<td>Image database</td>
<td>Extension of Wikipedia which includes images in the public domain, or with Creative Commons</td>
<td><a href="https://commons.wikimedia.org/">https://commons.wikimedia.org/</a></td>
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<tr>
<td>Source</td>
<td>Database Type</td>
<td>Notes</td>
<td>Links</td>
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<td>Flickr</td>
<td>Image database</td>
<td>The user generated image database has Creative Commons licensing. Use advanced Flickr search to find images OK for commercial use. Click “Any License” near top left to drop down options list. Then choose “Commercial use allowed” or “Commercial use &amp; mods allowed” as appropriate.</td>
<td><a href="https://www.flickr.com/search/advanced/">https://www.flickr.com/search/advanced/</a></td>
</tr>
<tr>
<td>Stanford Medical Library</td>
<td>Search tool</td>
<td>Filter by usage restrictions. Displays results in 4 groups, from broadest reuse rights, to most restrictive. Enter search term then click images search. “Maximum Reuse Rights” options would all be OK to use. Only some of the “Broad Reuse Rights” images are usable as many limit to non-commercial use only.</td>
<td><a href="http://lane.stanford.edu">http://lane.stanford.edu</a></td>
</tr>
<tr>
<td>CDC Public Health Image Library (PHIL)</td>
<td>Image Database</td>
<td>Images mostly (though not all) government owned and public domain. *Most images are in the public domain and free of copyright restrictions *Copyrighted images include “copyright protected” statement in which case you will have to contact content owner to obtain permission.</td>
<td><a href="http://phil.cdc.gov/Phil/home.asp">http://phil.cdc.gov/Phil/home.asp</a></td>
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<tr>
<td>Pixabay</td>
<td>Image Database</td>
<td>Database of free and unrestricted photos and illustrations – non clinical.</td>
<td><a href="https://www.Pixabay.com">https://www.Pixabay.com</a></td>
</tr>
<tr>
<td>National Library of Medicine &amp; History of Medicine</td>
<td>Image Database</td>
<td>Contains public domain content as well as copyrighted content *Enter search term *On results page, under “copyright” use just public domain items. Or for “copyright may apply” ites, need to make a copyright determination.</td>
<td><a href="https://collections.nlm.nih.gov/">https://collections.nlm.nih.gov/</a></td>
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| Biorender | Online Image Creation Tool - requires paid account | Biological image creation tool. Pre-made cellular and other image components for drag/drop creation of images and process diagrams. | [https://biorender.com/](https://biorender.com/)

Biorender is great resource for easily creating your own images of anatomy, cellular structures, process diagrams and more. It may be well worth a paid subscription for departments or individuals. Additionally, the Department of Education will work with you to create images with Biorender.