

# *Usage Guidelines for Images in Media Kit*

## *Lotus Homeopathy, Inc.*

### *651-748-1556*

**1. Purpose:** The images provided in this press kit are intended for promotional use in connection with the appearance of practitioners from Lotus Homeopathy on a news show, blog post, or podcast. Their purpose is to enhance the coverage and reporting of your involvement with Lotus Homeopathy, Inc. and related events.

By accessing and using these images, you acknowledge and agree to the usage guidelines outlined in this document. For any inquiries about the images' purpose or usage, please complete the contact form on this page.

**2. Clear Permissions:** By accessing and using the images provided in this press kit, you agree to abide by the following usage guidelines. These guidelines are intended to ensure the appropriate and consistent use of our brand's visual assets. Unless otherwise specified, all images are the property of Lotus Homeopathy, Inc. and are protected by copyright law.

- i) **Authorized Users:** The images in this press kit are intended for use by journalists, bloggers, and media professionals for the purpose of editorial coverage and reporting about Lotus Homeopathy, Inc. and its related events, products, or services.
- ii) **Non-Commercial Use:** The images may only be used for non-commercial purposes, strictly for reporting, commentary, and news coverage. Any other use, including but not limited to advertising, marketing, or promotional purposes, requires prior written consent from Lotus Homeopathy, Inc..
- iii) **Attribution:** When using the images, proper attribution to Lotus Homeopathy, Inc. is required. This attribution should be clearly visible and placed near the image, either as a caption or in the accompanying text. The preferred format for attribution is: "[Image Courtesy of Lotus Homeopathy, Inc.]."
- iv) **Alterations and Modifications:** The images must not be altered, manipulated, edited, or modified in any way that changes their original meaning or context. Cropping for fitment within a specific layout is acceptable, but any other changes require express permission from Lotus Homeopathy, Inc..
- v) **Distribution:** Sharing or distributing the images to third parties is allowed, but these parties are also bound by the same usage guidelines. It is recommended that each recipient access the images directly from the official Lotus Homeopathy, Inc. press kit.
- vi) **Online and Social Media Usage:** You may use the images on websites, blogs, or social media platforms for the purpose of news coverage and reporting. Watermarks, logos, or other brand identifiers must not be removed or obscured.

- vii) **Commercial Use:** The images may not be used for commercial purposes, including advertisements, product packaging, or endorsements, without obtaining prior written consent from Lotus Homeopathy, Inc..
- viii) **Exclusivity:** No exclusivity rights are granted with the use of these images. Lotus Homeopathy, Inc. reserves the right to provide access to these images to other media outlets as well.
- ix) **Termination of Usage Rights:** Lotus Homeopathy, Inc. reserves the right to revoke usage permissions at any time and for any reason. Failure to comply with these guidelines may result in the immediate termination of image usage privileges.

If you have any questions or require additional permissions beyond what is outlined in these guidelines, please contact Kathryn Berg at 651-748-1556 or complete the contact form on this page.

**3. Usage Limitations:** To ensure the consistent and appropriate use of the images provided in this press kit, please adhere to the following usage limitations:

- i) **No Alterations or Modifications:** The images must not be altered, edited, manipulated, or modified in any way that changes their original meaning, context, or visual elements. This includes but is not limited to cropping, resizing, retouching, or applying filters.
- ii) **No Unauthorized Reproduction:** Reproduction of the images for purposes other than editorial coverage and reporting about Lotus Homeopathy, Inc. is strictly prohibited. This includes using the images in advertisements, marketing materials, product packaging, or any other form of commercial promotion without prior written consent from Lotus Homeopathy, Inc..
- iii) **No Misleading Use:** The images must not be used in a way that could mislead or confuse viewers about the source, affiliation, or endorsement of the content. Images should not imply a relationship or association that does not exist.
- iv) **No Derivative Works:** Creating derivative works based on the images, such as illustrations, paintings, drawings, or adaptations, is not permitted without the express written permission of Lotus Homeopathy, Inc..
- v) **No Use in Inappropriate Contexts:** The images must not be used in contexts that are offensive, defamatory, or inappropriate. They should not be used in a manner that could harm the reputation of Lotus Homeopathy, Inc. or any associated individuals.
- vi) **No Resale or Redistribution:** You may not sell, license, sublicense, or otherwise distribute the images to third parties for financial gain. The images should not be offered for download or resale on any platforms.
- vii) **No Endorsement or Implied Association:** Use of the images should not imply an endorsement, partnership, or affiliation with Lotus Homeopathy, Inc. without proper

authorization. The images should not be used in a way that suggests the subjects of the images endorse a product, service, or viewpoint.

- viii) **No Removal of Copyright Notices:** Copyright notices, watermarks, logos, or other forms of attribution must not be removed or obscured from the images.
- ix) **No Use in Trademarked Content:** The images should not be incorporated into or used in conjunction with any trademark, logo, or branding that is not owned by Lotus Homeopathy, Inc. without explicit permission.
- x) **No Archive or Library Use:** The images must not be added to image archives, stock photo libraries, or any similar repositories.

Failure to comply with these usage limitations may result in the revocation of image usage privileges and may also incur legal action.

**4. Attribution Requirements:** Proper attribution is essential to maintain transparency and acknowledge the source of the images. When using the images provided in this press kit, please adhere to the following attribution guidelines:

- 1) **Lotus Homeopathy, Inc. Attribution:** All images must be accompanied by an attribution statement that acknowledges Lotus Homeopathy, Inc. as the source of the images. The preferred format for attribution is: "[Image/Video] Courtesy of Lotus Homeopathy, Inc.."
- 2) **Headshots and Portraits:** For headshots, portraits, or images of individuals associated with Lotus Homeopathy, Inc., please credit Lotus Homeopathy, Inc. as the source. If a specific photographer is credited in the file name or metadata, include their name as well.
- 3) **Video Attribution:** Videos should be attributed to Lotus Homeopathy, Inc. in a similar manner as images. If the video was produced by a third party, you may also credit the video creator if they are identified in the file information.
- 4) **Consistency in Attribution:** Ensure that the attribution is legible, visible, and placed near the image or video, either as a caption or in the accompanying text. The font size and style should be appropriate to maintain clarity.
- 5) **Online and Social Media Usage:** When sharing images on websites, blogs, or social media platforms, it is essential to include the attribution information in the post or article. Watermarks, logos, or other branding elements provided by Lotus Homeopathy, Inc. should not be removed or altered.
- 6) **Crediting Third-Party Creators:** If the images were created by a third-party photographer or artist and credited as such in the file name or metadata, please include their name alongside Lotus Homeopathy, Inc. in the attribution.

Proper attribution not only respects the creative efforts of image creators but also helps maintain transparency and integrity in using visual assets. If you have any questions about proper attribution or require assistance, please complete the contact form on this page.

**5. Distribution:** Distribution of the images provided in this press kit to third parties is permitted, but it comes with certain responsibilities to ensure that usage remains consistent and adheres to our guidelines. If you plan to distribute the images, please take note of the following:

- i) **Distribute with Guidelines:** When distributing the images to third parties, you are responsible for ensuring that the recipients are aware of and agree to abide by the same usage guidelines outlined in this document.
- ii) **Direct Access Preferred:** While distribution is allowed, it is recommended that third parties access the images directly from the official Lotus Homeopathy, Inc. press kit. This approach helps to ensure that recipients have the most up-to-date and accurate versions of the images.
- iii) **Responsibility for Compliance:** As the distributor, you are responsible for communicating the terms and conditions of usage to the third parties you share the images with. If any third party violates our usage guidelines, your privileges to distribute the images may be revoked.
- iv) **Usage Outside of Distribution:** If a third party wishes to use the images for purposes beyond those outlined in our guidelines, they must request access directly from Lotus Homeopathy, Inc. and receive explicit permission.
- v) **Maintain Record of Distribution:** Maintain a record of who receives the images and when they were distributed. This can help track compliance and resolve any issues that may arise.

Please exercise discretion when distributing the images and ensure that recipients are aware of the importance of adhering to our usage guidelines. If you have any questions or need assistance with distribution, please complete the contact form on this page.

**6. Exclusivity:** The images provided in this press kit are not granted with exclusive usage rights unless explicitly stated otherwise. Here are some key points to consider regarding exclusivity:

- i) **Non-Exclusive Usage:** Unless expressly agreed upon in a separate written agreement, the images in this press kit are provided on a non-exclusive basis. Lotus Homeopathy, Inc. reserves the right to provide access to these images to multiple media outlets, partners, and stakeholders.
- ii) **Exclusive Arrangements:** If you are seeking exclusive usage rights for specific images or types of content, please contact [Contact Name] at [Contact Email Address] to discuss the possibility of such arrangements. Exclusive usage rights may be subject to additional terms and considerations.
- iii) **Maintaining Fair Distribution:** Lotus Homeopathy, Inc. aims to maintain a fair distribution of images to various media outlets and partners. While exclusivity can be discussed, it may not always be feasible due to the diverse range of entities seeking to cover our brand.

- iv) **Custom Agreements:** For exclusive usage rights, Lotus Homeopathy, Inc. may require a separate agreement outlining the terms, duration, geographic scope, and any additional considerations. Such agreements should be negotiated and formalized in writing.
- v) **Understanding Scope:** It's important to understand that exclusive usage rights, if granted, typically refer to specific images, content types, or usage scenarios. Exclusive rights do not grant ownership of the images themselves; they only provide a limited period of sole usage.
- vi) **Requesting Exclusivity:** If you believe your coverage warrants exclusive image usage, please outline your proposal and reach out to [Contact Name] to initiate a discussion on the terms and conditions.

Please note that exclusive usage arrangements, if agreed upon, are subject to negotiation and approval by Lotus Homeopathy, Inc.. We appreciate your understanding and cooperation in maintaining a balanced distribution of our visual assets.

## **7. Online and Social Media Usage: Online and Social Media Usage:**

As online and social media platforms play a significant role in disseminating information, it's essential to ensure that the images from this press kit are used appropriately and consistently in these digital channels. Here are the guidelines for online and social media usage:

- i) **Website and Blog Usage:** When using images on websites, blogs, or online articles, ensure that proper attribution is included alongside each image. The preferred format for attribution is: "[Image/Video] Courtesy of Lotus Homeopathy, Inc.," Do not remove or obscure watermarks, logos, or other brand identifiers.
- ii) **Social Media Posts:** Images can be shared on social media platforms for the purpose of news coverage and reporting. In each social media post, provide proper attribution by including the image source and a link to the relevant article or press release on your website.
- iii) **No Alteration of Images:** Images shared on online and social media platforms must not be altered, edited, cropped, or modified in any way that changes their original meaning or context. Ensure that the images are presented accurately and consistently with their intended message.
- iv) **Tagging Lotus Homeopathy, Inc.:** Where possible, tag Lotus Homeopathy, Inc. in your social media posts that feature images from this press kit. This helps to ensure that we are aware of your coverage and can engage with your content if needed.
- v) **Clear and Respectful Use:** Ensure that images are used in a clear, respectful, and non-misleading manner. Avoid using images in a way that could harm the reputation of Lotus Homeopathy, Inc. or create confusion about the source of the content.

- vi) **Use of Watermarks and Logos:** Images provided with watermarks, logos, or other brand identifiers should not have these elements removed, covered, or altered when used on online and social media platforms.
- vii) **Link Back to Original Content:** When feasible, provide a direct link to the original press release, article, or source where the images are being used. This helps provide context and ensures that viewers can access additional information.
- viii) **Prompt Removal Requests:** Lotus Homeopathy, Inc. reserves the right to request the prompt removal of images from online or social media platforms if they are used in a way that violates our guidelines or if inaccuracies arise.

Following these guidelines helps to maintain the credibility and integrity of the images as they are shared online. If you have any questions about using images in online and social media contexts, please complete the contact form on this page.

**8. Commercial Use:** The images provided in this press kit are intended for editorial and non-commercial use only. Commercial use of these images is restricted and subject to prior written consent from Lotus Homeopathy, Inc.. Please review the following guidelines regarding commercial usage:

- i) **Restricted Commercial Usage:** The images from this press kit are not to be used in any commercial context, including but not limited to advertising, marketing, promotions, endorsements, product packaging, or any revenue-generating activities.
- ii) **No Implied Endorsement:** The images should not be used in a way that could imply an endorsement, partnership, or affiliation with Lotus Homeopathy, Inc. for commercial gain, unless explicit permission has been granted.
- iii) **Exclusive Commercial Arrangements:** If you are interested in using the images for commercial purposes, please contact [Contact Name] at [Contact Email Address] to discuss the possibility of exclusive commercial arrangements. Such arrangements require separate negotiation and a written agreement.
- iv) **Use in Commercial Publications:** If you intend to use the images in publications that have a commercial purpose, such as magazines or newspapers with advertising content, please seek explicit permission from Lotus Homeopathy, Inc. before proceeding.
- v) **Violation of Commercial Use Guidelines:** Unauthorized commercial use of the images constitutes a breach of our usage guidelines. Lotus Homeopathy, Inc. reserves the right to take appropriate action in response to such violations, including legal remedies if necessary.

We are committed to preserving the integrity of our brand's visual assets and ensuring that they are used in a manner consistent with our values and goals. If you have any questions about the permissible uses of the images, please complete the contact form on this page for clarification.

**9. Image Resolution and Cropping:** Maintaining the quality and integrity of the images is important. If you need to resize or crop the images to fit specific layouts, please follow these guidelines:

- i) **Square Crop:** If you require a square image, you can crop the image equally from the sides. Please make sure that the most important elements remain centered and intact.
- ii) **Aspect Ratio:** When resizing or cropping images, aim to maintain the original aspect ratio to prevent distortion. Stretching or compressing images should be avoided.
- iii) **Minimum Resolution:** Avoid resizing images to a lower resolution than provided in the press kit. This ensures that the images remain clear and visually appealing.
- iv) **Preserve Key Elements:** When cropping images, ensure that essential visual elements, such as subjects or logos, are not cut off or obscured. Maintain the focus and context of the image.
- v) **Avoid Over-Cropping:** While cropping to fit a layout is acceptable, avoid excessive cropping that significantly alters the original composition or message of the image.

Remember, while you can adjust images to suit your needs, it's important to maintain the intended message and visual impact of the original content. If you have any questions about cropping or resizing, please complete the contact form on this page.

**10. Termination of Usage Rights:** Failure to adhere to these image usage guidelines may result in the immediate termination of your rights to use the provided images. Lotus Homeopathy, Inc. reserves the right to revoke usage permissions at any time if guidelines are not followed or if a breach of terms occurs.

For inquiries or concerns about usage, please complete the contact form on this page.

**11. Contact Information:** For additional questions or requests, please complete the Contact Form on the Media Kit page, or call us at 651-784-1556.