

## TAU Visual - Code of Ethics

of the National Association of Professional Photographers - TAU Visual

*Our Photography Studio undertakes to abide by the Code of Ethics included in the by-laws of the National Association of Professional Photographers – TAU Visual, in order to protect the rights of the Client.*

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- 1) The client must always be informed of the basis upon which the professional fee that the Photographer requires for his services has been established, as well as on the right to use, publish or transmit granted to the Client against such compensation concerning the images resulting from the service.
- 2) The photographic images must always be accompanied by sufficient indication of their authorship and their correct usage.
- 3) The images transferred by the Photographer are always to be understood as not violating the rights of third parties. If the photographer is aware of any potential restrictions on the use of the images, he is obliged to inform the client or the user, before or during with the delivery of the images.
- 4) The photographic images cannot be transferred to multiple clients simultaneously against payment, unless an agreement has been reached for this purpose with the clients themselves.
- 5) *(as amended from 8 June 2006 at the request of the Antitrust Authority) \*:*  
The services of the photographers must be provided in compliance with the rules of fair commercial competition. Every photographer undertakes to evaluate attentively his costs and profits and to establish his professional fees at a level that does not generate market disruption.
- 6) The photographic materials produced following a client's commission and not delivered to them must be carefully preserved by the author of the images for the entire duration of the right granted to the client or, where no such duration has been agreed, for ten years from the realisation for the photographic images. Any re-use of images and related fees, if not originally agreed in writing, will be agreed from time to time with the Client.  
*(Different terms apply if so agreed with the client or if otherwise foreseen in the Code of Practice for specific sectors).*
- 7) The self-promotional procedures undertaken by the photographer must be performed correctly, respecting the truth and the work of his colleagues.
- 8) All relationships with colleagues, models, actors, assistants, operators and collaborators in general must be based on the most complete human and professional respect.

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9) For photographers who practice their profession independently, all professional services, transfers of rights to use or sales of photographs or videos must be correctly described on all tax-related documents, by the issuing of invoices, receipts or bills, in compliance with all applicable tax regulations. Photographers who work as employees are required not to engage in activities that compete with those of the company that employs him, unless an explicit written agreement has been drawn up for this purpose.

10) In respect of the Code of Ethics for Journalists, the photographic images provided for information purposes to newspapers and magazines must respect the rights of individuals and entities, and not be manipulated in such a way as to distort information. The alteration of the images intended for political satire or costumes is allowed, provided that the copies placed in circulation or delivered to the clients are accompanied by a clear indication of their manipulation.

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