

Short Manual

(version 1.2)

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fairtrade media

fairtrade media was founded in 2003 as a small-scale publisher of calendars, greeting cards, postcards and Christmas cards. All the photos used for our products were taken on site or close to Fairtrade producer organisations. Our aim is to promote Fairtrade and to provide a public face for the Fairtrade movement.

In order to keep our product design continually new and fresh, a couple of photographers travel to Africa, Asia and Latin America throughout the year. Over the last 3 years, our photographers have put together an outstanding catalogue of faces, products and scenes from everyday life. We now wish to make this catalogue available to the public through a picture database; it currently contains 1500 pictures.

If you wish to enter our picture library through our homepage www.fairtrade-media.de, choose the menu "picture library". You will find the search options to start your search in our picture database in a new window.

2 Registration and login

You can only make use of our services to their full extent once you have registered. Without registration you are confined to the search and the light box function of the picture database. To order and download, you need to register and login.

2.1 Registration

You can register by completing the special "REGISTRATION" form. You can only make full use of our services once you have completed all the items marked with an asterisk (*) and have accepted our terms and conditions. We will send you your login-name and your password via email as soon as possible after activation of your account.

2.2 Login and Logout

Please "LOGIN" to our database by entering your user-ID and your password. You can only make use of our services to their full extent once you have registered. To logout, choose "LOGOUT" from the menu. If you close the browser window, you will be logged out automatically.

2.3 Changing your accession data

You wish to change your password or your login-name? You cannot change your accession data online. Please call us on 0049 (0)228/96397501 or send an email to kt@fairtrade-media.de.

3 Working with the database

3.1 Searching for images

3.1.1 Keywords

Enter one or several keywords or picture numbers into the field marked "Search word, image number" in the search window. Please note that picture numbers always have eight digits. Zeros must also be entered. Use the following methods in order to link search queries:

For AND enter: - a "blank" between words; - a "comma"; - a "+" (plus sign); - « AND » between words; - « UND » between words.

For OR enter: - "#" (hash sign); - "OR" between words; - "ODER" between words.

For AND NOT enter: - "-" (minus sign) right in front of the word; - "AND NOT" between words; - "UND NICHT" between words.

3.1.2 Categories

Choose the tab "categories" on the left of the search mask. A category tree with different Fairtrade products will appear. To browse through the categories, open a product category by clicking on the "+" in front of the category. The subcategories are now displayed. Click on the subcategory you are interested in to get an overview about the images it contains.

[In the category search mode, it is not possible to display all images for one product group. If you want to see all pictures of one product, you have to enter the product as a keyword, e.g. tea.]

3.1.3 Offers

By choosing the tab "offers" on the right of the search mask, you will find special image selections relating to certain topics about Fairtrade. These images are normally associated with a short text, which you will find on our homepage www.fairtrade-media.de.

3.2 Light boxes

The light box offers the possibility to collect a selection of pictures. Light boxes can be created and renamed and they will remain stored, if your browser has allowed access to cookies. Light boxes can also be mailed as URLs.

3.2.1 Shifting images in and out of the light box

Images can be shifted from search queries into a light box by clicking on the [bulb] symbol under the image. A second click removes the image from the light box.

3.2.2 Visibility of light boxes

Light boxes can be presented in three ways:

- The light boxes and their content are shown below the window containing your results; or
- Light boxes are minimized and shown as tabs below the results window; or

- Light boxes are shown above in the form of index cards.

You can switch back and forth by means of the [Reduce][Restore][Enlarge] buttons in the grey bar.

3.2.3 Creating and renaming light boxes

One light box is already available. Although this light box itself cannot be deleted, its contents can be removed.

You can create up to nine light boxes and rename them by clicking on the [Rename light box] button. Once you leave the site, your light boxes will remain stored, if your browser accepts cookies.

3.2.4 Adding light boxes

Open your light box by accessing the tab in question and then click [Create light box].

3.2.5 Removing light boxes

As soon as you have created two light boxes, you can remove one by clicking [Delete light box]. In order to do so, you must have opened the light box.

3.2.6 Mailing light boxes

Light boxes can be mailed as URLs. Choose [Send light box] from the light box menu.

You can enter the email of a recipient and a link to your light box will be sent out automatically. To use this function, your internet browser must accept cookies.

3.2.7 Information on cookies

The internet browser must accept cookies so that user-oriented settings, light boxes and baskets can remain intact.

3.3 Basket

This function is only available to registered users. You can use the basket in order to collect and order images – similar to light boxes. Only images in your basket can be ordered and downloaded. However, simply placing pictures in your basket does not mean that they have been ordered. Please use the function [Order now] at the top of the basket if you wish to order.

3.3.1 Shifting images into and out of the basket

Images can be shifted from search queries or light boxes into baskets. This is achieved by clicking the [basket] symbol under the image. A second click removes the image from the basket.

3.3.2 Clearing the basket

By clicking on [Clear basket], you remove all images from the basket.

3.3.3 Information on cookies

The internet browser must be configured in such a way as to accept cookies so that user-oriented settings, light boxes and baskets can remain intact.

3.4 Downloading layout data

This function is only available to registered users. There are two options for downloading layout data:

- Shift the image into your basket, click [Order] and choose the option “layout data [download]” under the description of the photo.
- Click once on the image in your search results, your light box or your basket. Now access the button [download layout data] in the picture preview.

In this resolution, you receive an image with its complete description. The data quality is not good enough for printing. This download is for free.

4 Ordering

4.1 Ordering images

Please use the function [Order now] at the top of the basket if you wish to order. There are different options to receive the images:

- direct download: you can choose the resolution in the right hand side of the window under each image and then start downloading manually.
- via email: the images in your basket will be compressed (.zip files) according to the resolution you choose and sent to your email address.
- via URL: an email with an URL will be sent to your email address. By clicking the URL, the images of your choice will automatically be downloaded onto your computer's hard disk.

(Please notice: The various options can differ between all registered users. *fairtrade media* provides these rights as individual agreements.)

4.2 Costs and restrictions

You have found the ideal image? Now you will need to know:

- What fees you will have to pay?
- Which legal restrictions might apply to publication?

4.2.1 Calculating fees

Our fees are based on the guidelines of the German "Mittelstandsvereinigung Foto-Marketing (MFM). Many exceptional cases regarding usage require individual calculation of fees. Please fill in the "Fee request" form in order to make a non-binding enquiry regarding possible fees or call us on 0049/(0)228/96397501.

4.2.2 Licensing

Please contact us in order to obtain instructions on the licensing of photographs or reports. We will inform you about legal and copyright questions relating to your publication.

4.2.3 Copyright notice

- (1) Usage is not only defined by previously settled agreements but also by the laws of copyright. Any publication must include the following copyright notice: "name/pseudonym of author" and the additional reference *"/fairtrade media"*. Furthermore, at least two royalty-free author's copies (including reference to the place of publication of each picture) per "published author" must be forwarded to *fairtrade media*. (This does not apply to films and television. Exceptions can be negotiated in case of commercial usage.)
- (2) A surcharge of 100% will be added to the relevant fee if references to sources/authorities are omitted.
- (3) Any duplication of our copies requires a written agreement.
- (4) Our pictures and texts may not be used in any way in which their meaning or the truth is altered. The photographs provided can only be used for commercials or election campaigns provided that explicit consent in writing was obtained prior to publication. Photographs of people may only be used in editorial contexts. The user is liable for any change to the descriptive texts. He is obliged to take the journalistic principles of the "Deutsche Presserat"(press codex) into consideration. *fairtrade media* will not assume liability for damages or claims connected with the publication of the photographs/texts provided.