

Database Usage Rules

These rules (hereinafter referred to as “Rules”) stipulate requirements regarding the use of digital photographs in the Japanese Tea Education Database (hereinafter referred to as “Database”).

Purpose:

The Japan Tea Export Council (hereinafter referred to as “Council”) shall grant the use of digital photographs in the Database free of charge to tea educators and certified tea instructors for the purpose of using said photographs in educational activities.

Individuals and organizations that wish to use the digital photographs (hereinafter referred to as “Users”) must agree to the Rules and submit an application indicating the purpose of use.

Some digital photographs in the database are owned by the National Agriculture and Food Research Organization (hereinafter referred to as “NARO”). Users who wish to use these photographs must submit an application to NARO.

There are no restrictions on viewing the photographs in the database.

Ownership of Rights:

The digital photographs are protected under the Copyright Act of Japan and other relevant laws and ordinances, and the copyright and other rights to said photographs, as well as the right to use them, are held by the Council and the third parties that provided said photographs to the Council. However, the copyright and other rights to digital photographs owned by NARO, as well as the right to use them, are held by NARO. Users who wish to use these photographs must submit a separate application to NARO.

Furthermore, the use of the digital photographs shall be granted under the terms specified in the Rules, and the Council shall continue to retain the right to grant the use of the photographs after their use has been granted.

Use Rights:

1. The Council shall grant the non-exclusive use of digital photographs to Users who have submitted an application indicating the purpose of use and agree to download, copy, and use the photographs under the terms specified in the Rules.
2. The User must use and manage the digital photographs with the due care.

Scope of Permitted Use:

The User shall be permitted to use the digital photographs only for the purpose of educational activities to raise awareness and promote the consumption of Japanese tea. Using the photographs for other purposes is prohibited. Once their use is completed, the User must immediately delete the

photographs. The following uses are prohibited:

- (a) manufacturing and selling products which include the photographs or using the photographs to advertise or promote products (e.g. advertising flyers, posters, collections of digital data),
- (b) uses that are inconsistent with the Council's initiatives or execution thereof,
- (c) uses in which the intention is for religious purposes only,
- (d) uses which are against public order and morals,
- (e) uses tied to criminal acts,
- (f) uses which infringe on the copyright of a third party,
- (g) uses which infringe on other rights of a third party such as property or privacy rights,
- (h) uses that are libelous or slanderous to a third party, and
- (i) uses which are illegal.

Prohibited Matters:

1. Uses other than the purpose of use indicated in the submitted application are prohibited.
2. Selling, distributing, leasing, or lending the digital photographs, using the photographs in a leasing business, and leasing or lending the photographs to other individuals or organizations is prohibited.
3. Using the photographs for commercial purposes, such as productizing and selling the digital photographs in their original form, or in a form close to the original form, is prohibited.
4. The user may alter the photographs minimally in accordance with the purpose of use, but alternations that significantly change the original are prohibited.

Example of allowed alternations: changes such as cropping the image so that 70% or more remains, and placing text as long as it does not cover the main part of the photograph.

Example of prohibited alternations: Significant changes to the image such as removing one part of, altering the color of, or enlarging the photograph.

Credit:

The User must, whenever possible, display the following when using a photograph:

“Photograph(s) provided by the Japan Tea Export Council” or, for photographs owned by NARO, “Photograph(s) provided by the Institute of Fruit Tree and Tea Science, NARO”

Violation of Rules:

If the User violates the Rules, the Council can revoke the right to use the photographs at any time. Furthermore, the Council may also refuse to allow the User to use the digital photographs in the future.

Exclusion of Liability:

1. The Council shall not be liable for any problems that occur due to using and/or downloading the images on this website.

2. The User is responsible for carrying out procedures regarding rights such as right of publicity, trademark, copyright, patent, and use rights related to the people, objects, locations in the photographs, and the Council shall not be liable for any conflicts or problems that arise from this.

Send Application to:

Export Environment Division, Japan Tea Export Council

(World Green Tea Association)

Shizuoka O-CHA Plaza

Mizunomori Bldg. 3rd Fl, 14-1 Minami-cho, Suruga-ku, Shizuoka-shi, Shizuoka-ken 422-8067

Email: tea@o-cha.net

For photographs owned by NARO, email application to:

Institute of Fruit Tree and Tea Science, NARO

Planning and Cooperation Section

Coordinator for Collaboration on Fruit Tree Research

Email: kaju-koho@ml.affrc.go.jp