

Terms & Conditions of Barberstock Usage

Southwest Ontario Tourism Corporation (SWOTC) is the regional tourism organization for Southwest Ontario, branded as Ontario's Southwest. SWOTC has a number of digital assets including photography and footage of Ontario's Southwest (OSW). These assets are for use in promoting Ontario's Southwest as a travel destination of choice.

SWOTC purchases rights and leases assets for our online galleries and manages a large volume of quality, high-resolution images and high-definition b-roll footage. These rights-protected assets may be used royalty free at no cost provided usage meets our Digital Asset Usage Guidelines below. Assets remain property of SWOTC and the originating artist.

Digital Asset Usage Guidelines

Our digital assets may be used for the following purposes:

- Sales and marketing campaigns promoting travel to and within OSW including tactics such as advertising in the form of newspaper, magazine, online, tradeshow, outdoor, print materials, travel professional destination brochures, websites for conferences within Southwest Ontario, as well as blogs and websites.
- Editorial coverage by travel and trade media.

Our digital assets may not be used for:

- Any commercial purposes outside of tourism promotion.
- Commercial advertising of non-tourism products including advertising supplements within newspaper and real estate materials.
- Placement on souvenirs, commemorative books, guidebooks, cookbooks, passports, DVD's or others consumer goods such as clothing for retail or resale.
- As fundraisers for causes, charitable organizations or political organizations.
- Any way that is deceptive, misleading, defamatory, and discriminatory or reflects negatively on SWOTC.

Our digital assets may be used by:

- Travel and trade media.
- Travel professionals who are working with SWOTC and are promoting OSW as a leisure destination in their campaigns and initiatives.
- DMOs and Tourism Operators in OSW
- Governmental bodies engaged in tourism promotional activities.
- Meeting professionals who are working with SWOTC toward selecting or promoting OSW as their next meeting or convention destination.

Use of SWOTC's digital assets requires:

- Credit to the source of 'Ontario's Southwest'.

