



University Library
Special Collections Division

Copyright of Valentine Images

Thank you for your interest in the University of St Andrews Library Photographic Collection.

This statement outlines our basic approach towards the copyright and licensing of images by James Valentine & Sons which survive in the University of St Andrews Library Photographic Collection.

The University of St Andrews owns the major archive of monochrome views produced and used by Valentines of Dundee between 1851 and 1967, when monochrome work was suspended by the company. The archive of some 120,000 images is not complete: some image series were not systematically maintained by the company and many views regarded as being 'obsolete' were discarded.

The University of St Andrews is *not* in a position to offer legal advice on the copyright issues relating to any Valentine prints or postcards in private possession. As *we do not hold copyright* to the images produced by Valentine, our basic approach to those images which survive in the Valentine Collection held here in our Special Collections Department is as follows:

The attribution of copyright in respect of Valentine images is complex, and although we own the Valentine photographs and postcards in our collection, the University of St Andrews' ownership of these "physical objects" does not extend to the rights associated with these images, nor does it provide us with the legal authority to approve or license their use for any commercial purposes. In short, it is unclear in many cases who holds copyright to these images. As a potential publisher of Valentine images, it therefore remains your responsibility to satisfy yourself that no copyright is being infringed. You should be aware of the Copyright, Designs and Patents Act, 1988 and ensure that you meet the requirements of the Act and any later amendments to it.

As an institution, we have no objection to private owners of Valentine photographs or postcards making use of their images for publication in print or electronic format. Even where such images exist within the University's collection, no acknowledgement of the University is required. If you feel you would like to make reference to our holdings of Valentine material, you may wish to include a general statement regarding the archive, as follows: "The major archive of monochrome topographical views by James Valentine & Sons is held by the University of St Andrews Library. For further details of this collection please contact the Library, or refer to <http://www.st-andrews.ac.uk/library/specialcollections/>".

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For your information, copyright usually lasts for 70 years from the end of the year in which the author/photographer dies; it is a heritable property and is passed to the heirs with the rest of the estate. With the Valentine Collection, it can be difficult to establish the copyright status of individual images, since many of them were taken by anonymous freelance photographers under now obscure agreements with Valentine & Sons. As an aid to dating the images by the Valentine company, a small booklet which includes a guide to the registration dates of monochrome Valentine images, is available free from [our website](#) (Click on the record about the Valentine Collection and see *Supplementary resources* on the right of this page).

It should be noted that when Valentine ceased postcard production, the colour series were sold off to other firms along with the relevant view registers. The lack of these registers, in addition to those relating to the art and fancy card series, means that although we do hold samples of these cards within our collection, we are not in a position to date them or advise on matters relating to their copyright. It can be assumed however, that with these specific series, there is a greater potential for other firms to have vested interests and hold copyright over such material.

Should you wish to reproduce or publish a Valentine image from the University of St Andrews Library Photographic Collection, we in fact do not charge "copyright" or "licensing" fees, but rather, in order to assist in the funding and preservation of our collections, we charge "reproduction fees" for images which we have supplied. As such, it remains the responsibility of the user or publisher to ensure that no copyright is being infringed.

Should you have any further questions, please feel free to contact us at your leisure.

Yours sincerely,

The Photographic Collection Team

[Please visit the our website to learn more about the Photographic Collection .](#)