



### **CME Guidelines for use of Third Party Materials**

1. Presenters are encouraged to use third-party pre-licensed materials. Images should be validated through Google Images Licensing Filter Noncommercial Reuse [or Reuse with modification if you are editing images]. (The licensing filter is on the Google Images results page under search tools).
2. Except with written permission from the copyright holder, presentations shall not incorporate music.
3. Except with written permission from the copyright holder, presentations shall not use content from popular media, such as New Yorker or Dilbert cartoons, or images or video taken from popular movies, television, or YouTube postings.
4. Presentations shall not use images known to be owned by or managed by commercial photographers, their agents, or by image archives such as those of Getty Images, the Bettmann Archive, or museums.
5. Presentations must accurately accredit and attribute all incorporated third party materials, and must do so in the immediate field of presentation. (For example, accreditation must be on the same page or slide as the first occurrence of the incorporated material, and not in a separate endnote, acknowledgement, or bibliography.)
6. Presentations must not use logos or trademarks, although factual references to companies, products and services in generic font are permitted; however, educational materials that are part of a continuing medical education activity cannot contain any advertising, trade names or product group messages.
7. Presentations shall not use the names, images, biographies, or other recognizable features of patients without prior express written permission. (Data or materials that are ‘anonymized’ or otherwise modified to prevent recognition of individuals are permitted.)