



BIOGRAPHICA

Image purchase procedure

Thank you for visiting www.biographica.com.ec. Here we present the “Purchase procedure” for images displayed on this web site. All the images presented have full-authorized permission and are guaranteed with the quality seal of **BIOGRAPHICA**.

BIOGRAPHICA and all the displayed material are internationally protected by regulations and legislation covering intellectual and industrial property.

BIOGRAPHICA trades images of different sizes and resolutions for diverse purposes: educational, publication and advertisement. If you would like details, please write to info@biographica.com.ec and ask for the pricing chart, which explains the different types of uses.

1. Buying-selling/renting process

To place a purchase, you must accept the conditions described in this Photography User Manual (see point n°3 – “Customer’s Guarantees”).

To order one or more images from the **Gallery** section on our web site, please click on the desired image and choose “order”. After, fill out the requested information on the form on the **Contact** screen. After you send the completed order form, you will receive a confirmation message notifying that your request has been processed. The purchased image(s) will be delivered in a maximum of 72 hours after the payment has been processed.

For purchases within Ecuadorian territory or Spain, you should deposit or transfer money to the savings account **number: 2203492822 – Banco del Pichincha** (Ecuadorian bank). Please make the payment written out to “Rafael Cárdenas Muñoz (RUC **number: 1712397545001**)”.

For purchases made from outside of Ecuador, we are working on transfers to a PayPal account.

www.biographica.com.ec
info@biographica.com.ec
Tel.: (593 9) 8 3510 303



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Image delivery can be done by e-mail, or on digital storage devices (CD, DVD, external memory disposals).

2. Commitments from BIOGRAPHICA

2.1 **BIOGRAPHICA** guarantees customer's satisfaction by delivering images in a maximum time of 72 hours after the payment.

2.2 In the special case that the customer requires specific nature photography, **BIOGRAPHICA** can realize the project after an agreement or proposal has been solicited.

2.3 **BIOGRAPHICA** will deliver the photography with the accurate resolution that coincides with the kind of use for which it was purchased.

2.4 Image purchase does not include exclusivity for its user. This right can be yielded from **BIOGRAPHICA** if the customer requests an agreement following the parameters in the rate chart.

2.5 We are prepared to help with any additional concerns that customers have via our e-mail info@biographica.com.ec.

3. Commitments from the customer

3.1 The customer is committed to maintain the structure of the photography and is allowed to make minimal changes in brightness and color according to his/her own needs. Any change that affects the communicative intention of the image (e.g. crops) must be consulted with the author through **BIOGRAPHICA**, who will make the final decision to approve or reject the change.

When a photo is published, it must have the respective credits added legibly, with the copyright sign; example: © Name A. Last name / **BIOGRAPHICA** within or outside the image



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and in the place that the customer prefers. Exceptions to this rule can be applied to advertising campaigns that require pure images.

3.2 Images promoted through **BIOGRAPHICA** could be used for educational, publication and commercial uses. The cost depends on the final use and the resolution of the image. If you want details about pricing according to the type of use, solicit a rate chart at: info@biographica.com.ec.

3.3 After acquiring the rights of use of the images promoted through **BIOGRAPHICA**, the customer will receive the confirmation of transaction (bill) and a commitment letter (International Sale Contract), which includes the rights of use of the acquired material where the customer guarantees **BIOGRAPHICA** the proper use of the images.

Thank you for visiting our web site and we look forward to satisfy your needs and expectations.

Sincerely,
Staff **BIOGRAPHICA**