

CAPP Anatomy Illustration Licensing & Usage Policy

Academy of Pelvic Health Physical Therapy

Purpose

The Academy of Pelvic Health Physical Therapy (“the Academy”) has developed proprietary anatomy illustrations for use within its educational programming, including CAPP courses. This policy outlines approved uses, restrictions, and licensing expectations for these materials.

Ownership & License

All illustrations remain the intellectual property of the Academy. Purchase or access does not transfer copyright ownership. Users are granted a limited, non-exclusive, revocable, non-transferable license for approved uses only.

Approved Uses

Illustrations may be used for:

- Research presentations, posters, manuscripts, dissertations, and grant proposals
- Academic lectures and journal clubs
- Clinical in-service presentations
- Free patient education handouts or free patient education webpages
- Public awareness social media posts and infographics
- Free webinars and non-commercial educational presentations
- Internal residency or fellowship activities
- DPT and PTA program courses

Prohibited Uses

Use of Academy illustrations in a manner that replaces, replicates, competes with, or diminishes the value of Academy educational programming is prohibited. Illustrations may NOT be:

- Resold, redistributed, sublicensed, or shared as standalone files
- Used in merchandise or products for sale (e.g., apparel, mugs, posters, flashcards, swag)
- Uploaded to stock image, AI training, NFT, or marketplace platforms
- Used to develop paid courses, certifications, mentorships, exam preparation products, or educational programs that compete with Academy offerings

Image Use & Attribution

- Images may not be substantially altered in a way that changes anatomical accuracy or educational intent.
- Minor educational edits (e.g., labels, arrows, highlights, limited cropping) are permitted.
- Academy logos, watermarks, and copyright notices may not be removed or obscured.
- All approved uses must include attribution, such as:

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License Restrictions

- Licenses are for individual use only and may not be transferred to another individual, employer, institution, publisher, or organization.
- Institutions, hospitals, universities, or third parties may not independently reuse or distribute materials containing Academy illustrations without separate permission.
- Users may not grant reuse rights or ownership of Academy illustrations to another entity.

Uses Requiring Written Approval

The following require prior written approval:

- Paid webinars or workshops
- Commercial publications or textbooks
- Sponsored industry presentations
- Mobile apps or subscription platforms
- Translation or international redistribution
- Continuing education courses outside Academy programming

Approval for one project does not imply approval for future uses.

Usage Tracking & Compliance

The Academy may require users to report:

- Which illustrations were used
- The title/type of project or presentation
- Whether the material was free or paid
- Copies, screenshots, PDFs, or links upon request

The Academy reserves the right to revoke licensing access for violations of this policy, unauthorized use, or uses inconsistent with the Academy's mission or intellectual property interests.

EFFECTIVE DATE: 2026-05-26

APPROVED BY: BOD