

**Version  
as at 3 October 2024**



## **Commercial Use of Royal Photographs Rules 1959** (SR 1959/77)

Commercial Use of Royal Photographs Rules 1959: revoked, on 3 October 2024, by clause 3(b) of the Revocation of Commercial Use of Royal Photographs Rules Order 2024 (SL 2024/188).

Notice is hereby given that Her Majesty the Queen has been graciously pleased to approve the following rules governing the incorporation of photographs (including portraits and representations) of Her Majesty the Queen or Members of the Royal Family in the design of articles for sale.

### **Contents**

### **Rules**

1

These rules may be cited as the Commercial Use of Royal Photographs Rules 1959.

2

- (1) No objection will be raised to the use of such photographs as aforesaid in the design of articles for sale provided:
  - (a) the article conforms to good taste:
  - (b) it is of a permanent nature:
  - (c) it is free from advertisement, or implication that a particular firm has received royal custom, or that the article has been purchased by a Member of the Royal Family.
- (2) Permission to use a royal photograph in the design extends only to the article itself, and not to any case, cover, container, or label.

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#### **Note**

The Parliamentary Counsel Office has made editorial and format changes to this version using the powers under subpart 2 of Part 3 of the Legislation Act 2019.

Note 4 at the end of this version provides a list of the amendments included in it.

**These rules are administered by the Department of Internal Affairs.**

3

Royal photographs may be sold as portraits, and may be reproduced on post-cards, greeting cards, and calendars, including trade calendars bearing the name of a firm, provided they are free from advertisement.

4

Permission to use a royal photograph in the design does not extend to:

- (a) medals or coins bearing the Queen's effigy:
- (b) articles of dress, except scarves and head scarves:
- (c) household linen or other like articles or furnishing materials:
- (d) any paper or other material which may be used for wrapping or packaging purposes, or adhesive tape:
- (e) any kind of adhesive seal:
- (f) an article which is used to assist the sale of any other article, for example, cigarette cards.

5

Royal photographs may not be used for advertisement purposes in the press, television, radio, or cinema.

6

Photographs of the Prince of Wales and the Princess Anne may not be used, except that they may be sold as portraits or postcards, and be reproduced on calendars and greeting cards.

7

If any question of copyright is involved in the use of a royal photograph or portrait, the user must settle the matter with the copyright holder. Where the word "photograph" has been used in any of the foregoing paragraphs, it may be read as including portraits.

8

The decision to allow a wider use than formerly of royal photographs and portraits in the design of articles for sale does not affect in any way the regulations restricting the use of the Royal Arms, the Royal Standard, the Royal Crown, the Royal Cypher, or other royal emblems.

9

In case of doubt about the application of these rules or for permission to use the Royal Arms, the Royal Standard, the Royal Crown, the Royal Cypher, or other royal emblems, reference should be made to the Secretary for Internal Affairs, Wellington.

2

Dated at Wellington this 27th day of April 1959.

W T Anderton,  
Minister of Internal Affairs.

Issued under the authority of the Legislation Act 2019.  
Date of notification in *Gazette*: 30 April 1959.

## Notes

### **1** *General*

This is a consolidation of the Commercial Use of Royal Photographs Rules 1959 that incorporates the amendments made to the legislation so that it shows the law as at its stated date.

### **2** *Legal status*

A consolidation is taken to correctly state, as at its stated date, the law enacted or made by the legislation consolidated and by the amendments. This presumption applies unless the contrary is shown.

Section 78 of the Legislation Act 2019 provides that this consolidation, published as an electronic version, is an official version. A printed version of legislation that is produced directly from this official electronic version is also an official version.

### **3** *Editorial and format changes*

The Parliamentary Counsel Office makes editorial and format changes to consolidations using the powers under subpart 2 of Part 3 of the Legislation Act 2019. See also PCO editorial conventions for consolidations.

### **4** *Amendments incorporated in this consolidation*

Revocation of Commercial Use of Royal Photographs Rules Order 2024 (SL 2024/188): clause 3(b)