

**Version  
as at 3 October 2024**



## **Commercial Use of Royal Photographs Rules 1962**

(SR 1962/81)

Commercial Use of Royal Photographs Rules 1962: revoked, on 3 October 2024, by clause 3(c) 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 1962.

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:
- (b) articles of dress, except scarves and head scarves:
- (c) household linen or other like articles or material 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 except in the following circumstances:

*Books*

- (a) the dust cover of a book written about a Member of the Royal Family may bear a picture of the Member of the Royal Family concerned. A reproduction of the dust cover may be issued for advertisement purposes in a newspaper, magazine, circular, on television, or on a placard. Other pictures of Members of the Royal Family which appear within the book may not be used in the advertisement.

Should the dust cover not bear a picture of the Member of the Royal Family who is the subject of the book, then it is permitted to reproduce in an advertisement 1 photograph of the Member of the Royal Family concerned.

*Magazines*

- (b) the cover of a magazine may bear a picture of a Member of the Royal Family who is the subject of an article in the magazine. The picture on the cover, and the wording used to describe the article, should conform to good taste. No advertisement should be incorporated in the design of the cover.

A reproduction of the cover may be issued for advertisement purposes in a newspaper, magazine, circular, on television, or on a placard, but not earlier than a few days before the date of issue of the magazine. Other pictures which form part of the article may not be used in the advertisement.

Should the cover of the magazine not bear a picture of the Member of the Royal Family who is the subject of an article in the magazine, then it is permitted to reproduce in an advertisement 1 photograph of the Member of the Royal Family concerned.

*Newspapers*

- (c) when a newspaper is publishing an article on a Member of the Royal Family, it may advertise the article in a newspaper, magazine, circular, on television, or on a placard, subject to the following rules:
  - (i) the design of the advertisement must conform to good taste.
  - (ii) 1 picture of the Member of the Royal Family who is the subject of the article may be incorporated in the design of the advertisement.
  - (iii) the advertisement may not be issued earlier than a few days before the article is published.

*Television*

- (d) books, magazine articles, and newspaper articles on a Member of the Royal Family may be advertised on television, in accordance with the rules laid down above for advertising books, magazine articles, and newspaper articles, but—
  - (i) no dramatised or illustrated presentation, or series of still pictures, of Members of the Royal Family, is permitted.
  - (ii) any sound commentary accompanying the advertisement, must be confined strictly to facts relevant to the book, magazine article, or newspaper article.

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

For the present, photographs of Prince Andrew may not be used.

8

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.

9

These rules do 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.

10

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.

Dated at Wellington this 31st day of May 1962.

Léon Götz,  
Minister of Internal Affairs.

Issued under the authority of the Legislation Act 2019.  
Date of notification in *Gazette*: 7 June 1962.

## Notes

### **1** *General*

This is a consolidation of the Commercial Use of Royal Photographs Rules 1962 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(c)