

Digital Download Licence & Angel Policy

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Thank you for purchasing a digital product from Pearlywinks Craft Supplies Ltd. We want our artwork to be enjoyable and straightforward to use. By downloading, opening or using the files, you agree to the terms below.

THE SIMPLE RULE

Edit it. Create with it. Sell as many finished physical projects as you like.

Do not sell, share or give away the artwork, kit pages, components or stencil files themselves - even if they have been altered.

1. What this licence covers

This licence applies to digital products purchased or lawfully downloaded from Pearlywinks Craft Supplies Ltd, unless a particular product includes separate written terms. "Artwork" means every supplied asset, including images, backing papers, scenes, elements, sentiments, alphabets, inserts, toppers, ephemera, templates, stencil designs, cutting files and any other included content.

2. What you may do

- Print the artwork for your own personal or commercial craft projects and keep a reasonable backup copy for your own use.
- Edit the artwork in craft or design software, including Atelier Go and My Craft Studio. You may resize, crop, mirror, recolour, layer, add text and combine the artwork as part of a permitted project.
- Create and sell an unlimited number of completed physical craft projects made using the artwork. There is no sales limit for genuine finished projects.
- Sell those finished projects through craft fairs, shops, websites, social media or online marketplaces.
- Share photographs or videos of your completed projects, provided you do not make the original or full-resolution artwork available to copy or download.
- Use a professional print service solely to print materials for your own permitted use. You remain responsible for ensuring that the service does not retain, reuse, share or sell the files.
- Credit Pearlywinks on finished projects is appreciated, but it is not required.

3. The finished project rule

A finished project is a completed physical craft item that is ready to use, display, gift or sell, with the Pearlywinks artwork incorporated into its construction or decoration. Merely printing, cutting, resizing, recolouring, adding text or a border, flattening, tracing, converting, or rearranging the artwork does not turn the artwork itself into a finished project.

ALLOWED	NOT ALLOWED
A completed greeting card or invitation supplied as a physical card	A printed kit, mini kit, page pack or bundle of printed sheets
A completed journal, scrapbook layout, album or memory book	Loose papers, toppers, inserts, tags, die-cuts, ephemera or decoupage pieces
A decorated box, MDF piece, home decor item or mixed-media project	The artwork sold as a print, poster, component sheet or altered image
A completed physical project made during a craft class	A standalone assembled topper, stencil blank or bundle of project components

4. Craft classes

You may use a purchased kit in free or paid in-person craft classes, subject to all of the following:

- You may print only the materials reasonably needed for each attendee to make the planned finished project during the class.
- You may charge for tuition and materials.
- The class must be based around creating a finished physical project. You may not print and sell or hand out mini kits, complete page sets, loose image packs or bundles of unused components.
- The digital files must remain with the purchaser and must not be copied, emailed, uploaded, transferred or supplied to attendees.
- For an online or remote class, each participant must purchase their own copy of the relevant digital product. You may not send participants the files or printable pages.

5. Stencil designs

- Stencil files may be imported into craft programs such as Atelier Go and My Craft Studio and used to create permitted finished projects.
- You may cut physical stencil copies for your own use and cut class copies to use as shared teaching tools during an in-person craft class.
- You may sell an unlimited number of finished physical projects made using the stencil designs.
- You may not sell, give away or distribute cut stencil blanks, stencil templates or digital stencil files. Class stencils must not be sold or supplied as standalone take-home products.

6. What you may not do

- Resell, share, swap, lend, sublicense, redistribute or give away any original or edited digital file, whether for payment or free of charge.
- Sell the artwork itself in printed, cut or physical component form. This includes kit pages, papers, toppers, inserts, tags, ephemera, die-cuts, mini kits, decoupage sheets, alphabets, sentiments and similar items - even when resized, recoloured, cropped, layered, flattened or otherwise modified.
- Create or sell digital products containing the artwork, including printables, PDFs, JPGs, PNGs, SVGs, cut files, digital stamps, clip art, templates, digital papers, embroidery files, software assets, digital invitations, NFTs or digital collections.
- Upload the artwork to file-sharing sites, shared drives, membership libraries, stock libraries, template platforms, print-on-demand services or manufacturers for resale as merchandise.
- Extract, trace, vectorise, redraw, edit or combine the artwork and then claim it as your own original artwork, or offer it as a new artwork collection.
- Register or attempt to register the artwork, an edited version of it, or a design containing it as your copyright, trademark, logo, brand identity or other exclusive right.
- Use the artwork to train or fine-tune an artificial-intelligence model, or to create competing artwork or digital craft collections for sale.
- Transfer this licence to another person, household, group, club, company or organisation.

7. Ownership and licence terms

All copyright and intellectual-property rights in the artwork remain with Pearlywinks Craft Supplies Ltd and/or the stated rights holder. Your purchase gives the original purchaser a non-exclusive, non-transferable licence to use the artwork only as described in this policy. It does not transfer ownership of the artwork or copyright.

This licence continues for as long as you follow its terms. If the licence is breached, permission to use the files ends and you must stop using, sharing or producing new items from them and delete or destroy unauthorised copies. This licence is governed by the laws of England and Wales.

Not sure whether something counts as a finished project?

Please ask before selling it: admin@pearlywinkscraftsupplies.com