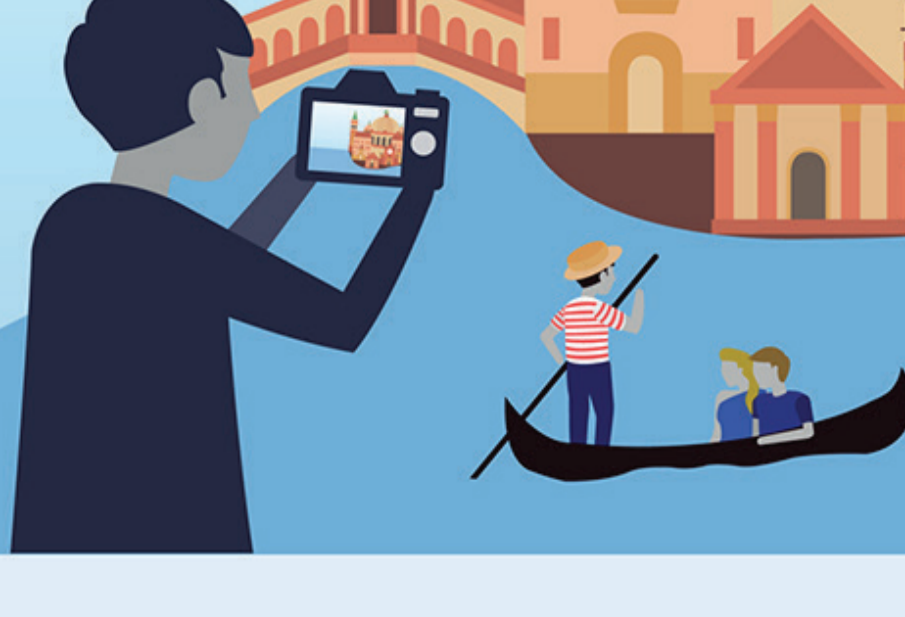


Alamy

What is a release?

It's a signed piece of paper which means the images you've licensed which feature people or property can be used commercially.



Do I need a release?

This depends how you're going to use the image.

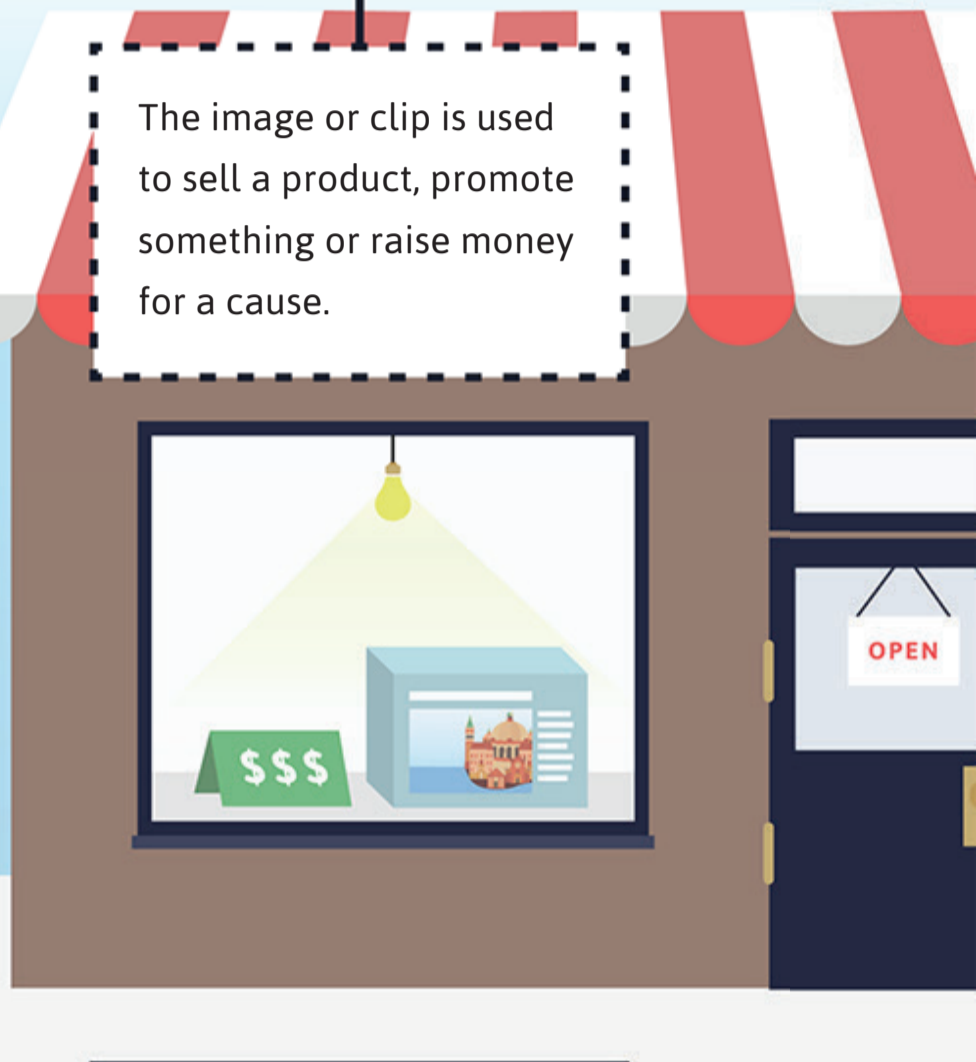


Is my use commercial or editorial?

The image or clip is used to illustrate an article, story, critique or educational text.



The image or clip is used to sell a product, promote something or raise money for a cause.



YOUR USE IS EDITORIAL

YOUR USE IS COMMERCIAL

You don't need a release.*

Whether you need a release or not depends on what is in your image.

What is in your image?

Does it have identifiable people, buildings, trademarks, brands or pieces of art?



You don't need a release.

You need a release.*

What if the model or property owner is deceased?

You'll still need a release until 70 years after death. This can be one signed by the model or property owner in their life time or after their death by their heir or estate.



*Are there any exceptions?

The following things might make your release invalid.

Defamation of a character or business - if you're using the image in a defaming way.

Sensationalized use - intended to distort the truth.

Sensitive use - 3rd party has signed a release but hasn't consented to the image being associated with a sensitive subject. (All Alamy releases cover sensitive use.)



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