

Release may not be required

No model or property releases have been obtained for this image/clip; however, releases may not be required for commercial use.

Why?

This can depend on the content of an image/clip and the way in which it is used.

Model and property releases ensure depicted individuals and property, e.g. brands, homes, etc. contained within an image/clip are cleared for commercial use.*

However, if an image/clip does not contain an individual or property (see examples), then commercial use of the image/clip will not require any model or property releases as there will be no one to obtain a release from.



Even if a selected image/clip does contain an individual or property for which no model or property release has been obtained, you may still be ok to use this image/clip for commercial use under one of the following options:

- **You may evaluate the risk of commercial use associated with the individual(s)/property contained in the image/clip.**

For example, where an individual is unrecognisable or property does not consist of nor contain any home, logo, brand, recognisable business nor any item that might itself be protected by copyright, then there might well be no risk that warrants the obtaining of a release. Given the immense variety of possible uses of an image/clip and varying local laws, you are solely responsible for determining the need for a release and you accept any possible resulting risk in these circumstances.



- **Eliminate the individual(s) or property from the image/clip.**
For complete peace of mind, you may choose to eliminate any potentially problematic items from the image/clip. In doing so, you again accept any possible risk resulting in these circumstances.
- **Contact your local office to consult with Getty Images' Rights & Clearance experts.**
Our Rights & Clearance team can help you seek any clearances that might be appropriate for your situation or they may be able to offer an Image Guarantee. An Image Guarantee works like

an additional layer of contractual protection whereby Getty Images assumes responsibility for addressing any complaints from third parties. There's no charge for an initial consultation.

*** What is commercial use?**

Generally speaking, commercial use means a message intended to help sell a product, raise money or to promote something. An example would be an advertising, promotional, marketing, advertorial or merchandising use. This is in contrast to an editorial use intended to report a newsworthy event or illustrate a matter of general interest, for which typically no releases are required.