

## **Not released**

*This image/clip has no model or property release. Any commercial use requires additional clearance.*

### **What is a release?**

Model and property releases ensure depicted individuals and property, e.g. brands, homes, etc. contained within an image/clip are cleared for commercial use. Releases are **not** usually obtained for images/clips shot for editorial use.

### **What is “commercial use” and what is an “editorial 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 release is required.

### **My proposed use is a commercial use - am I out of luck?**

Not necessarily: Contact your local office to see how Getty Images' Rights and Clearance experts can support your creativity by helping you navigate clearance issues, including determining whether obtaining clearance may be a good solution in your situation. There is no charge for an initial evaluation.

### **What clearance services does Getty Images provide?**

Getty Images offers clearance services when a third party or property in an image or clip can be identified and located. We do the legwork: we contact the individuals and/or rights-holder(s), seek permission to use their likeness/property and seek to negotiate a fair fee on your behalf.

### **What happens if individuals or property owners can't be located for clearance?**

#### **Am I out of luck now?**

Not necessarily! Where an individual or property cannot be identified or your particular use does not strictly require clearance, Getty Images can sometimes offer an Image Guarantee, which works like an additional layer of contractual protection whereby Getty Images assumes responsibility for addressing any complaints from third parties. Our Rights & Clearance team can also suggest viable imagery alternatives to meet your needs and budget.

### **What are the fees for the clearance and Image Guarantee services that Getty Images offers?**

These services are available on a case-by-case basis for certain rights-managed, rights-ready and editorial images/clips. Fees are based on the selected image/clip and intended use.