



OWEN MATHIAS PHOTOGRAPHY IMAGE LICENCING TERMS

Under UK Law

“The person who creates an image (“the creator”), such as somebody who takes a photo, will generally be the owner of the original copyright.

A creator can license the work directly themselves. They can also “assign” (transfer) the copyright to another person or allow that other person to license the work on their behalf. Licensing is giving another person or organisation permission to use a work such as an image, often in return for payment and/or on certain conditions.

Where you commission a professional to take photographs on your behalf, for example wedding photographs, the copyright will usually remain with the photographer. This means that you need to get the photographer’s permission before printing further copies of the images, sharing them with your friends or family, or undertaking other acts restricted by copyright such as posting the images to social media sites.

Most photographers will include licence terms setting out exactly what use you may make of images in their contract with you. If you have specific uses in mind, you should ensure these are discussed before contracts are settled. You could also agree with the photographer that the copyright will be assigned to you - this would be done by having”

For more information visit

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/305165/c-notice-201401.pdf

In the 21st century it is much easier to find, share and copy images than ever before. As a professional photographer who earns a living through the creation of images and licencing their usage, image copyright thief directly affects me and the prosperity of my family.

All clients who work directly with me have explicit terms of image usage and licencing. Whilst I am normally happy for my images to be shared digitally, I would appreciate an appropriate credit for their creation.

If you are a third party (someone with who we do not have a commissioning contract) then I would appreciate being contacted before any images are to be shared, reproduced or used without my permission. Doing so infringes upon copyright legislation and I have appropriate legal insurance to push for compensation through the UK courts system.

But let’s keep this friendly, shall we?

So here are my licencing terms;

Under no circumstances can any images be re-edited, adjusted, cropped or resized without permission.

Please contact me if you have any doubts or queries before going ahead and using or reproducing the image.

Usage	Description	Terms	Preferred Credit
Printing	For personal use such as part of a photobook or display within the home	I am happy for you to reprint the images, although would prefer you to use a professional printer, such as Loxley or Davies Colour, rather than a supermarket or non-specialised company. For online printing I would also recommend HP's Snapfish.	No credit necessary
	For professional usage such as within marketing materials or brochures for your business.	If you have commissioned photography and paid directly your terms will state that you have restricted rights to reprint the photos for those agreed terms.	No credit is necessary
		If you would like to reuse images that were initially produced for another client, such as a magazine or event, then these terms are different as there was no agreement for your usage when the images were commissioned. I would appreciate to be contacted in this instance and a credit given to all image usage.	Images by Owen Mathias Photography
Website	For professional usage such as upon your website, blog entries or linking to promotions for your business.	If you have commissioned photography and paid directly your terms will state that you have restricted rights to display the photos for those agreed terms.	No credit is necessary
		If you would like to reuse images that were initially produced for another client, then these terms are different as there was no agreement for your usage when the images were commissioned. I would appreciate to be contacted in this instance and a credit given to all image usage.	Images by Owen Mathias Photography www.owenmathias.com
Reselling	To third party image sites, stock photography sites, image resellers, galleries, publishers or other.	Under no circumstances can any images created by Owen Mathias Photography be resold by another party. Copyright will continue to sit with the creator unless otherwise stated within specific terms outlined in commission contract take out directly with creator.	

Social media site usage guidance upon the following page -

<p>Social media sites - the Enterprise and Regulatory Reform Act 2013 states that any image uploaded to social media that contains no copyright information within its metadata becomes an 'orphan' image and copyright is transferred to the owner of the platform, away from the creator. For this reason I request that images that will be uploaded to such platforms are not re-edited, adjusted, cropped or resized in any way. Please request any of these services from Owen Mathias Photography.</p>			
Facebook	For use upon your personal profile, professional business page, group or other	With permission a high resolution image will be provided at the correct aspect ratio for each purpose (square profile photo, page or profile banner, link image, promotional image or gallery image). Under no circumstances can any images be re-edited, cropped or resized without permission.	Photo by www.fb.com/owenmathiasphotography
Twitter	For use upon your personal profile, professional business page, group or other	With permission a high resolution image will be provided at the correct aspect ratio for each purpose (square profile photo profile banner or linked image). Under no circumstances can any images be re-edited, cropped or resized without permission.	Photo by @owenlmathias
Instagram	For use upon your personal profile, professional business page, group or other	With permission a high resolution image will be provided at the correct aspect ratio for each purpose (square profile photo profile banner or linked image). Under no circumstances can any images be re-edited, cropped or resized without permission.	Photo by @owenlmathias
Other social media sites	For use upon your personal profile, professional business page, group or other	With permission a high resolution image will be provided at the correct aspect ratio for each purpose (square profile photo profile banner or linked image). Under no circumstances can any images be re-edited, cropped or resized without permission.	Photo by Owen Mathias Photography



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