

Licensing and Copyright

Understanding Your Photography Rights

When you hire me to photograph your property, interior design, or architectural project, it's important to understand how copyright and licensing work. This guide explains everything in simple terms.

What is Copyright?

Copyright is the legal ownership of creative work. When I take a photograph, I automatically own the copyright to that image. This is true for all professional photographers and is protected by law.

What this means:

- I own the photographs I create, even though you hired me to take them
- You cannot reproduce, publish, or share the photos without permission
- Think of it like hiring an architect—you pay for their services, but they still own the design plans

What is a License?

A license is permission to use my photographs in specific ways. When you work with me, you're purchasing a license to use the images, not the copyright itself.

Licenses specify:

- How you can use the photos (website, social media, print materials, etc.)
- How long you can use them
- Whether the use is exclusive or non-exclusive
- Any geographic limitations

Common License Types I Offer

PERSONAL/PORTFOLIO USE

Perfect for homeowners and designers who want to showcase their projects.

- Post on social media and personal websites
- Include in personal portfolios
- Share with family and friends
- **Limitations:** Cannot be used for commercial advertising or resale

MARKETING USE

Ideal for real estate agents, developers, designers, and businesses promoting their work or properties.

- Post on business social media accounts (Instagram, Facebook, LinkedIn, etc.)
- Use in digital and print advertising campaigns
- Include in property listings and marketing materials
- Feature in brochures, flyers, and promotional materials
- Add to business websites and email marketing
- **Duration:** Typically licensed for the duration of a listing, campaign, or specified time period

EDITORIAL USE

For magazines, blogs, and publications.

- Publish in articles and editorial content
- Use in print and online publications

FULL COMMERCIAL LICENSE

Comprehensive rights for ongoing business use.

- All commercial uses included
- Longer or unlimited duration
- May include multiple properties or projects

What You Cannot Do Without Permission

Even with a license, certain uses typically require additional permissions or fees:

- Sublicensing (giving others permission to use the images)
- Giving the photos to third parties
- Selling the photographs to third parties
- Altering the images significantly without approval
- Removing my copyright credit or watermark
- Using photos beyond the agreed license terms

Why Copyright Matters

Copyright protection serves everyone:

For you (the client):

- Ensures you receive professional, high-quality work
- Guarantees the photographer has incentive to maintain their craft
- Protects you from liability (you have proper permission to use the images)

For me (the photographer):

- Allows me to maintain control over my creative work
- Enables me to sustain my business
- Protects my professional reputation

Image Credits

When you use my photographs, proper credit helps both of us:

- It's professional courtesy in the industry
- It helps potential clients find my work
- It validates the quality of your project

Frequently Asked Questions

Can I use the photos on social media?

Yes, if included in your license. Always check your specific agreement.

Can my contractor/designer/agent use the photos?

Only if they're specifically included in the license or obtain their own license from me.

What if I want to use photos in ways not covered by my license?

Contact me! I'm happy to discuss extended licenses or additional usage rights.

Can I edit the photos?

Minor adjustments (cropping, brightness) are typically acceptable. Significant alterations require permission.

How long can I use the photos?

This depends on your specific license. Check your agreement or ask me for clarification.

What happens if I use photos outside my license?

Unauthorized use is copyright infringement and may result in legal action and additional fees. Always ask first!

Working Together

My goal is to create beautiful images that serve your needs while protecting both of our interests. I'm always happy to discuss custom licensing arrangements that fit your specific project.

If you have questions about copyright or licensing, please don't hesitate to reach out. I'd rather clarify in advance than have confusion later.

This guide provides general information about copyright and licensing. Specific terms will be outlined in your contract or licensing agreement.