

MODEL RELEASE



DRAFTED
LEGAL

Model Release Overview

WHAT IT IS: This is an agreement between you and someone in your photograph. They agree to give you permission to use images of them.

WHAT IT DOES: This agreement makes it clear that you intend to take photographs of them and use it in various ways whether it be marketing or selling it or posting it on your website.

YOU NEED IT: To help prevent misunderstandings (a.k.a. prevent you from being sued) about your right to use the underlying photographs. When you're both crystal clear about what to expect, there's less chance of confusion, and if there is a disagreement, you can refer back to the agreement to determine what to do about it. Without a signed agreement like this in place, you may not be able to prove that you're allowed to use these photographs.

WHEN TO USE IT: Every time you have a photograph session and intend to use those images.