

Not released

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

What is a release?

Model and property releases ensure that individuals and owners of property depicted within an image or video clip have given permission for the image/clip to be used for commercial purposes. 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 use in a manner intended to help sell a product, raise money or promote a company, goods or services. Examples of commercial use include use in advertisements, promotions, marketing campaigns, advertorials or merchandise. 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' Clearance services can support your creativity by helping you navigate third-party 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 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 Clearance services team can also suggest viable imagery 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 unreleased editorial images/clips. Fees are based on the selected images/clips and intended use.