

# Release concerns

As a formal contract, a model-release form helps keep the terms of the model-hire agreement clear and simple

**Sorting out a model release form is not only an essential part of a model shoot, it's also a source of great confusion.**

Where photographers can use images can differ according to what the release form stipulates and what the model (or agent) has agreed to. The law in this area can be grey and differs from country to country, but most release forms only cover adult sitters as under 18s need a parent or guardian to consent to the terms of the agreement.

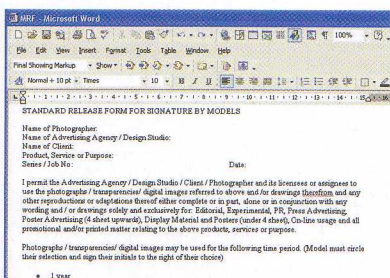
The first thing to remember is that getting a signed model-release form is better than not having one, but there are a few guidelines to follow. Selling an image of a person for commercial use will categorically need clearance. However, model releases don't apply as much in editorial photography, and getting clearance to publish images in newspapers for a news story can prove even less critical. To find out how model-release forms affect the saleability of an image, *DP* asked Alamy, one of the worlds biggest picture agencies.

## Clearance sells

They explained that Alamy always ask their photographers and agencies to confirm they have signed model and property releases, whatever the market. This is because it increases the sales potential of the image.

Once someone has agreed in writing for their picture to be used in all types of promotional material, from websites to ads, and in any subject matter editorially, then that image is obviously more versatile, and more saleable, than something that is heavily restricted.

Alamy continues to explain that while the company does sell images that are not model released, this is strictly limited to the editorial market and is also editorially



**■ This issue's CD includes sample model-release form. We must state that Highbury-Paragon Ltd accepts no responsibility for any matters arising from the use of this document**

restricted to a non-contentious subject. If a picture is used incorrectly without a model release, then legal action can be taken by the injured party or estate against the party that has used the image incorrectly.

Some markets, such as the US market, are more litigious – mainly due to the profile of their commercial sector. An example Alamy gives is that there are loads of healthcare companies in the US. They often specify that they will only take cleared pictures for that market. This is because using a person's picture to illustrate a gruesome or embarrassing medical condition could prove more of an issue than if it was just a bog-standard advert for something less contentious.

Alamy asks that photographers and agencies specify if they have model or property releases, and stresses that the client should contact a lawyer should they require more detailed advice than is available on the Alamy help pages, or if they are in any doubt at all about releases.

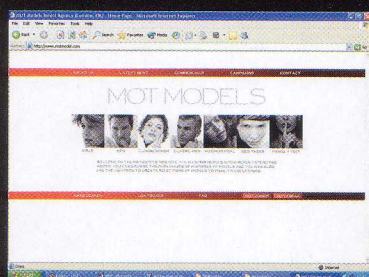
Alamy's policies are outlined in detail at: [www.alamy.com/stock-photography-rel-guide.asp#what-is-a-release](http://www.alamy.com/stock-photography-rel-guide.asp#what-is-a-release)

## Model contacts

### MOT MODELS

Web: [www.motmodel.com](http://www.motmodel.com)

Email: [agency@motmodel.com](mailto:agency@motmodel.com)

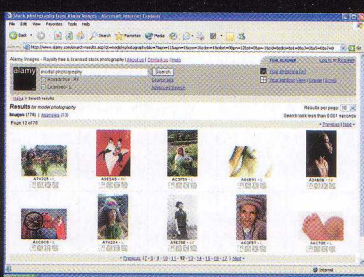


**■ This leading model agency has a wide range of pretty and unusual faces to choose from**

### Alamy

Web: [www.alamy.com](http://www.alamy.com)

Email: [info@alamy.com](mailto:info@alamy.com)



**■ Alamy prefer that images have full model release – it increases the saleability of the shot**