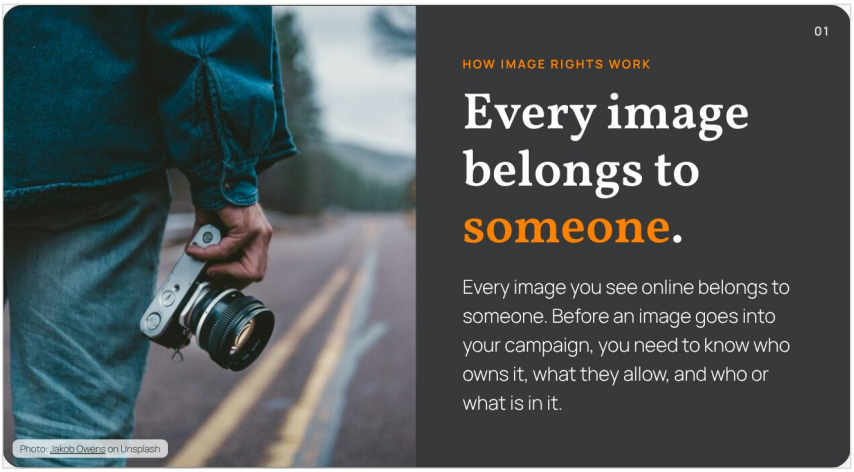
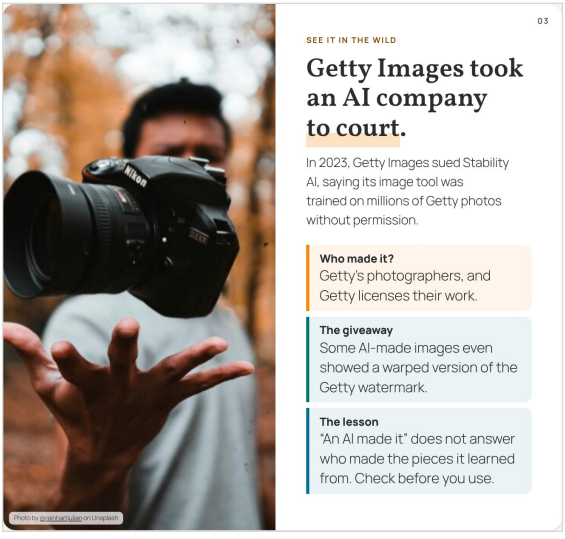


Slide 1



Slide 2



Slide 3

04

COPYRIGHT IS AUTOMATIC

“Found on Google” does not mean free.

Copyright exists automatically the moment someone takes a photo or makes a design. No © symbol, registration or watermark is needed. Search engines and Pinterest show you images. They do not give you permission to use them, and adding a credit does not either.

Slide 4

05

YOUR WAYS IN, AND THE RIGHTS ON TOP

You can use an image when one of these is true.

- **You made it.** Your own photo, illustration or design. Your team owns the copyright.
- **You licensed it.** Stock sites and the Canva library give permission with rules. Read them.
- **It has a Creative Commons license.** Free to use under the conditions the creator chose.
- **It is in the public domain.** No one owns the copyright anymore, or no one ever did.
- **The owner said yes in writing.** For the specific use you described.

Slide 5

06

THEN CHECK THESE SEPARATE RIGHTS

Then check the separate rights inside the frame.

1. **People.** A recognizable person in commercial work needs a signed model release.
2. **Property.** Private property or artwork as the focus of a commercial shot usually needs a property release.
3. **Other brands.** Logos and brand names are trademarks. Keep them out of the spotlight in your campaign.

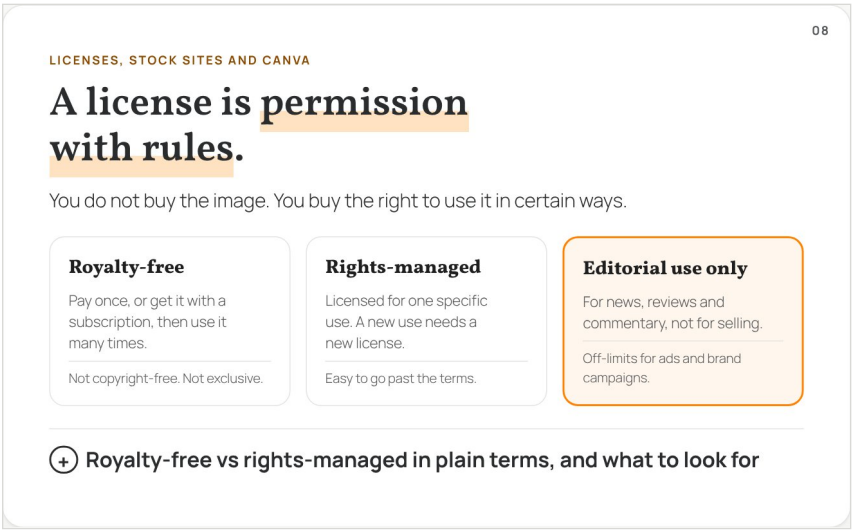
People, property and other brands: model releases, property releases, trademarks and logos



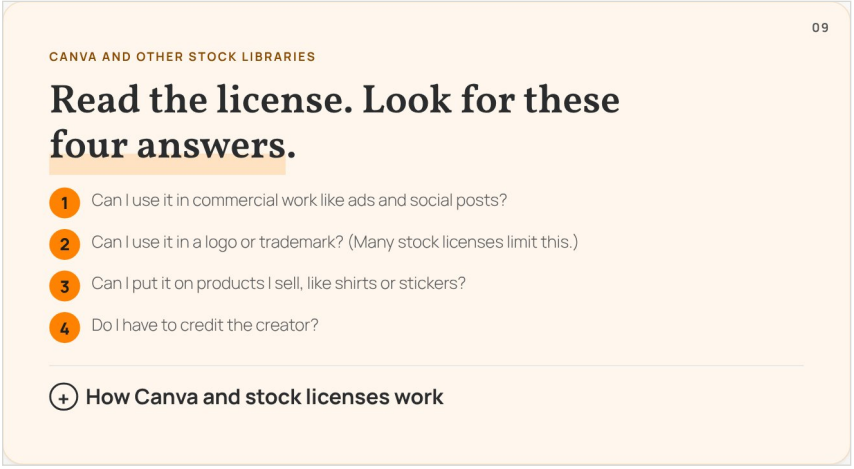
Slide 6



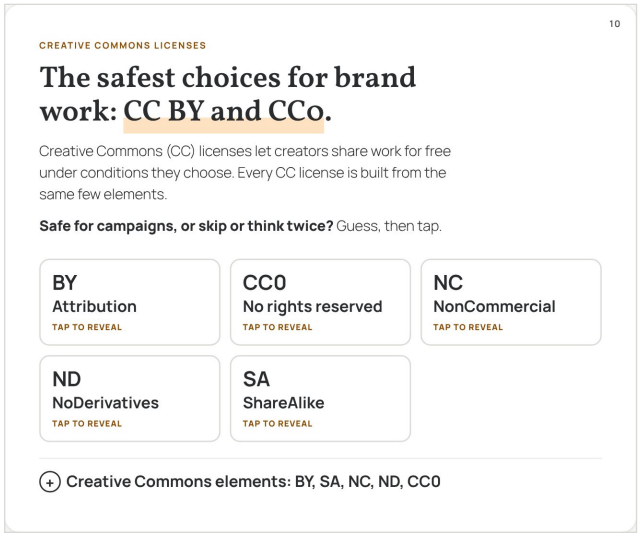
Slide 7



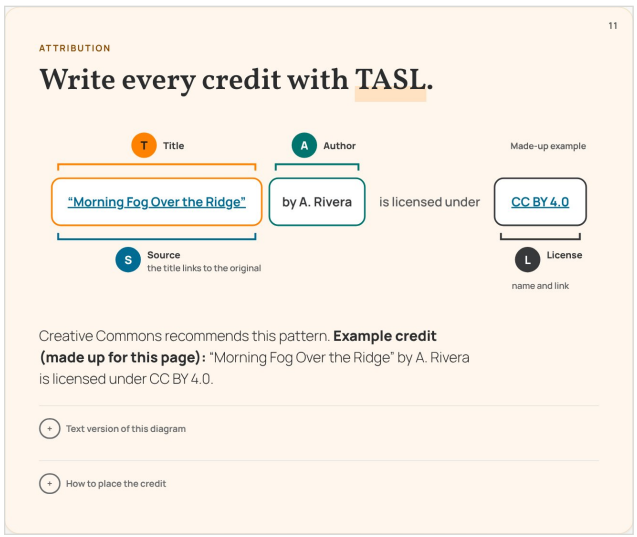
Slide 8



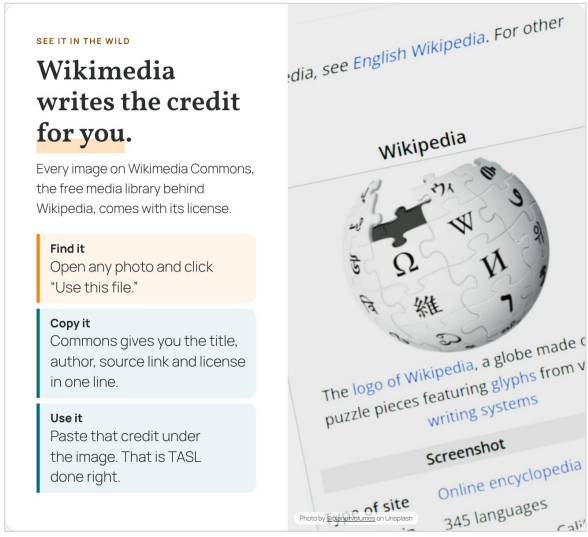
Slide 9



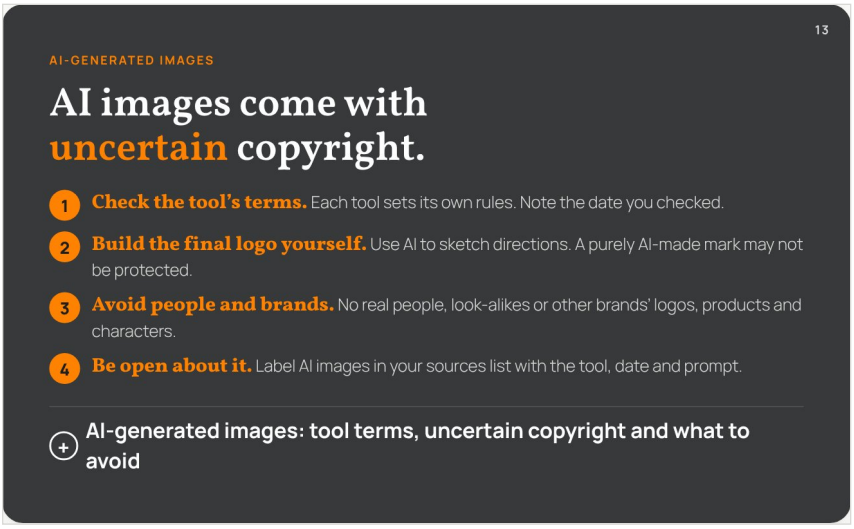
Slide 10



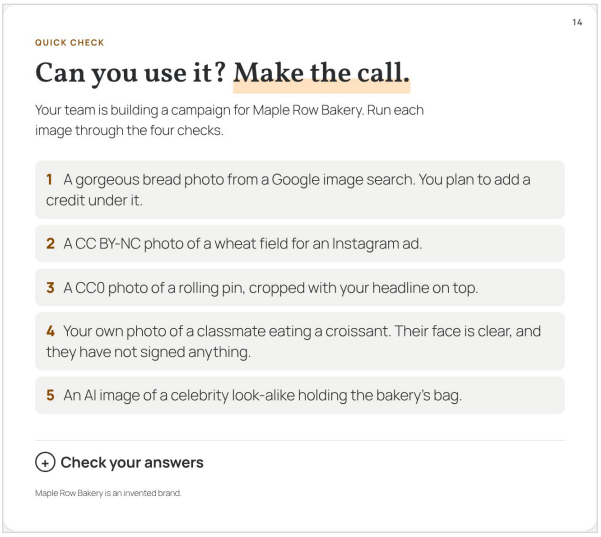
Slide 11



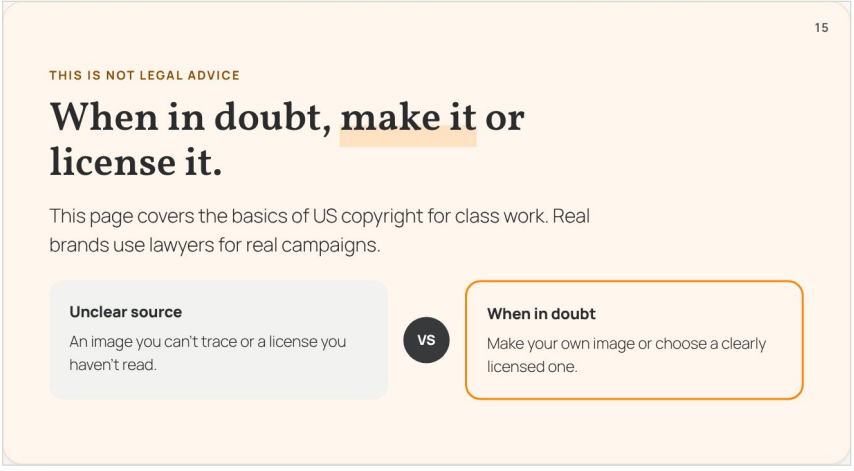
Slide 12



Slide 13



Slide 14



Slide 15