A Photo Release Form allows an individual or photographer to obtain consent from the other party in order to use photographs for personal or commercial use. The releasing party, the “releasor,” can choose to give away the rights to the images for free or charge a fee or royalty. In the case where there is payment involved, the rights of ownership to the images do not become final until the payment has been made and the release form has been authorized.

What is a Photo Release Form? A Photo Release Form, is a legally binding document that grants a Photographer, business entity, or specified individual (the Releasee) the authorization to obtain photographs for commercial or personal use. The Model or specified individual (the Releasor) is to provide authorization, can request payment, royalties or can provide the rights to future use, free of charge. When is a Photo Release Form Needed? A Photo Release Form is needed when a recognizable image of an individual will be utilized in attempt to receive profit. Profit may be defined as money, promotion of services, or publication (i.e. a brochure or business card). Anytime an individual is hired as a model (can be defined as an employee or independent contractor), a photo release form will be needed in order to distribute and use those photos for profit.

A photo release form is NOT needed when taking photos out and about in public. If a photo release form was needed for every individual captured in a picture, YouTubers and most media outlets would be in serious trouble. Normally on public property, it is perfectly legal to take pictures without a photo release form.

**How to use a Photo Release Form**

1. Give notice of upcoming photo shoot Perhaps there will be an office party, award ceremony, or other function where photos will be taken? Notify people that they will be asked to complete photo releases.
2. Take a head count of participants. Determine how many releases you will need. Remember that people may ask for their own copies – so be prepared to accommodate by bringing extras along.
3. Prepare photo release for person While you might spell out the specifics of the photoshoot, it is usually better to just indicate that the form provides authorization to take and disseminate photos at the person’s discretion.
4. Secure signatures Determine who will serve as a witness and present the forms for signature. Remember that permission is given voluntarily, so be sure to honor people who choose not to sign the release.

While many use releases on an as-needed basis, you may also choose to have people sign these preemptively – to cover any future occasions for photography.

Using with Minors When a Photo Release Form will be involving a subject not of legal age, at least one parent or legal guardian will be required to also sign and be in agreement with the form. Adulthood determining age is defined by each state and local laws should be referred or legal counsel can be requested. An emancipated minor will not require the additional signature of a parent or guardian.

Form below….

**Photo/Video Release Form**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(please print), grant permission to Purdue University and its agents and employees the irrevocable and unrestricted right to reproduce the photographs and/or video images taken of me, or members of my family, for the purpose of publication, promotion, illustration, advertising, or trade, in any manner or in any medium. I hereby release Purdue University and its legal representatives for all claims and liability relating to said images or video. Furthermore, I grant permission to use my statements that were given during an interview or guest lecture, with or without my name, for the purpose of advertising and publicity without restriction. I waive my right to any compensation.

**I acknowledge that I am [ ] over the age of 18**

**[ ] the legal guardian of the following**

**If legal guardian of model(s), please list name(s) here:**

Name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_