

[YOUR LOGO]

MODEL & TALENT RELEASE

Permission to photograph, film and use a person's likeness

[YOUR BUSINESS NAME]

This release is made between the Producer and the Talent named below. For good and valuable consideration (set out in Section 6), the receipt and sufficiency of which the Talent acknowledges, the Talent gives the permissions set out in this document.

1. THE PRODUCER

Business name: _____

Contact name: _____

Address: _____

Email / phone: _____

2. THE TALENT

Full name: _____

Address: _____

Email: _____

Phone: _____

Agency (if represented): _____

Is the Talent under 18 (or under the age of majority where they live)? ☐ Yes — a parent or guardian must sign Section 13 ☐ No

3. THE PROJECT

Project name: _____

Commissioned by (client, if any): _____

Shoot date(s): _____

Location(s): _____

4. PERMISSION GRANTED

The Talent gives the Producer, the client named in Section 3 (if any), and anyone they license or assign these rights to ("the Permitted Parties") permission to photograph, film and record the Talent's image, likeness, voice and performance ("the Material"), and to use, reproduce, publish and distribute the Material, together with the Talent's name, for the purposes ticked below:

- ☐ Advertising (online and offline, including paid ads)
- ☐ Social media
- ☐ Website
- ☐ TV, cinema and broadcast
- ☐ Print, billboards and packaging
- ☐ Editorial and press
- ☐ The Producer's portfolio and self-promotion
- ☐ Internal use only
- ☐ All of the above

Territory: [Worldwide] _____

Duration: ☐ In perpetuity ☐ For [2 years] from the shoot date

[Your Business Name] · Model & Talent Release
Initials: _____

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If a limited duration is ticked, the Permitted Parties are not required to remove Material that was published or distributed before the period ended (for example, earlier social media posts or printed items already in circulation), but will not make new uses of it after the period ends.

This permission is irrevocable once signed, to the extent the law allows.

5. EDITING & SENSITIVE USE

The Material may be edited, cropped, retouched, colour-graded, combined with other images, text or sound, and used in whole or in part. The Material will not be edited or used in a way that is defamatory, or that a reasonable person would find offensive.

The Material will not be used in connection with sensitive subjects, such as health conditions, political or religious causes, adult content or tobacco, unless the Talent gives separate written consent.

To the extent the law allows, the Talent waives any moral rights (such as the right to be identified or to object to changes) in the Material and their performance.

6. PAYMENT

- ☐ The Talent will be paid a fee of [CURRENCY amount], payable by [date / within 14 days of the shoot].
- ☐ No fee. In return for this release, the Talent receives: [copies of selected images / credit / other].

This is the full payment for the shoot and all uses permitted in Section 4. No further fees, royalties, residuals or usage payments are due. If the Talent is registered for tax, any applicable tax is added to the fee on their invoice. The Talent is responsible for their own tax on the fee.

7. CREDIT

- ☐ The Talent will be credited as: [name or handle], where credits are practical. A missing or incorrect credit is not a breach of this release.
- ☐ No credit is required.

8. OWNERSHIP

All rights, including copyright, in the Material belong to the Producer (or to the client, if the Producer transfers them). The Talent has no ownership of the Material and no right to inspect or approve it before use. The Producer is not obliged to use the Material.

9. CONFIDENTIALITY & SHARING

The Talent will keep confidential any unreleased products, campaigns, locations or other information they learn about during the shoot. They will not post, share or discuss the Material or behind-the-scenes content until it has been officially published by the Producer or its client, or the Producer confirms in writing that they may.

After official publication, the Talent may share the published Material on their personal social media: ☐ Yes, with credit/tag to the Producer ☐ No

10. PERSONAL DATA

The Producer will use the Talent's personal details and the Material only for this project, for the uses permitted above, and to keep a record of this release. They will be stored securely and not sold. The Talent can ask the Producer what personal data it holds about them by contacting the Producer at the email in Section 1. The Talent understands that the Material cannot be recalled once published under this release.

11. TALENT'S CONFIRMATION

The Talent confirms that: they have read and understood this release and had the chance to ask questions or take advice; they are over 18 (or a parent or guardian signs Section 13); they are free to sign it and are not bound by any agreement that conflicts with it (for example, an exclusive agency or brand contract), and, if they have an agency, the agency has approved it; they are able to take part in the activities described for the shoot and will tell the Producer beforehand if anything prevents them from doing so safely; and they release the Permitted Parties from any claims (including for privacy, publicity or defamation) arising from use of the Material as permitted by this release.

12. GENERAL

- Entire agreement: this document is the whole agreement between the parties on this subject and replaces anything agreed before, verbally or in writing. Changes are only valid in writing, signed by both parties.
- Severability: if any part of this document is found unenforceable, the rest remains in full effect, and that part applies to the fullest extent the law allows.
- Signatures: this document may be signed electronically and in separate copies, which together form one agreement. A scanned or photographed signed copy is as valid as the original.
- No waiver: not enforcing a right straight away does not mean giving it up.
- The Producer may transfer or license its rights under this release to its client or to anyone else, without further consent.
- Governing law: this release is governed by the laws of [country / state / region], and the courts of [city / region] have jurisdiction.