

Commercial Use

Prices and Information

If you are considering using an image professionally, for example in a publication, as a poster in an advertising campaign, as part of an exhibition, or as a book cover then this information will assist you in making your decision.... Remember, whatever the use, we can supply the image – and if you are unable to find the exact image you require, then do contact us.

If you would like to download/order images directly from the web site then please register, you will then be assigned a [lightbox](#) facility to assist your selection.

Please download the PDF on [<Prices and licenses available>](#)

Licensing

Licensing is the process of splitting up the right to use an image into smaller, more manageable and affordable pieces by selling very specific rights for its use. Images are usually licenced by size (or prominence) of reproduction, by territory in which they appear, by the medium in which they are reproduced, and by time and/or quantity of reproductions and can be exclusive or non-exclusive. For example, a magazine may buy a once only non-exclusive right to use a new photograph in next month's edition whereas an advertising agency would need to buy the right to use an image exclusively for a period of time in press, posters, television and other forms of visual media to ensure that their message is not weakened by the association of the image with other products.

Photographers and artists either assign or sell the right to licence their images to libraries and agencies. Some libraries own the copyright in all their pictures whilst some represent hundreds of different photographers such as [Freedom Photographs](#).

Copyright

The subject of copyright is a complex and ever-changing one and too lengthy a subject to explain in any detail here. We recommend you read the following for a basic understanding of copyright law: ABCD of UK Photographic Copyright (published by the BPLC in June 1999). Contact the British Association of Photographic Libraries to order a copy (£5.50).

Some basic points to remember about UK Copyright Law:

- No copyright photograph may be copied without the permission of the copyright owner i.e. you or a licenced agent such as [Freedom Photographs](#)
- Photographers hold copyright of their own work unless agreed otherwise
- Photographers have the right to assert their moral right to be credited as the author of a photograph
- Photographers have the right to object to treatment of their photograph, which distorts, mutilates or is otherwise damaging to their reputation
- Copyright duration is usually 70 years from the end of the year in which the author dies
- It is the responsibility of the user / publisher to check that they have permission, are within the terms of any licence, or are acting within the fair practice or other permissions granted by law
- Unauthorised copying of a copyright image or photograph or failure to give credit are infringements of law and as such can be subject to criminal sanctions such as a fine or imprisonment or civil sanctions such as claims for damages, accounts, or injunctions precluding one's use of the images

Licensing Terms and Conditions

By purchasing an image from Freedom Photographs you agree to these terms and conditions in addition to the [<general terms and conditions>](#)

1. Licences are granted for a specified use for a specified period of time in a specified country.
2. Reproduction rights are not exclusive to the client except when agreed with the supplier and specified on the invoice. Whether an image is exclusive to Freedom Photographs is noted in the image information
3. Our prices vary according to the usage, you can discover the commercial prices below or by clicking on buy digital version
4. Reproduction rights are personal to the client and may not be assigned loaned or transferred to third parties save for the purpose of the exercise connected with reproduction rights.
5. The images are on loan and no copyright passes to the client
6. The client may manipulate the digital image as agreed with Freedom Photographs, however the copyright of the manipulated image still remains with the photographer
7. The client will ensure that any reproduction of the work is accompanied by the following credit line "freedomphotographs.co.uk / (Photographer's name)"
8. You cannot add to or remove parts of an image
9. The client shall confirm in writing in the form of a purchase order, details of the selected image, full details of intended use, including media type, print run, territory, time, quantity, whether exclusive or restricted rights are required, use in educational or non profit publications, promotional use or any other relevant information
10. Licences to use images do not become effective until full fees have cleared through Freedom Photographs accounts.
11. The client must satisfy themselves that all necessary rights, model/property releases or consents which may be required for reproduction, are obtained
12. The client agrees to indemnify Freedom Photographs in respect of any claims /damages/losses/costs arising in any manner from the reproduction without proper reproduction rights of any image supplied to the client
13. In the case of printed publications two copies of the relevant pages containing images supplied are to be furnished to the supplier within two weeks. In the case of a web site the URL must be given in writing. In other media evidence of its use must be made available if requested.
14. Freedom Photographs makes no warranty as to the accuracy of any information provided with the images
15. Freedom Photographs takes all reasonable care in the performance of this agreement, however Freedom Photographs shall not be liable for any loss or damage suffered by the client or any third party arising from use or reproduction of any image /picture/caption or description
16. No variation in these term and conditions set out herein shall be effective unless agreed in writing by both parties. This will include writing in the form of email messages validly addressed and properly sent.
17. This agreement shall be subject to and construed according to English law and parties agree to accept the exclusive jurisdiction of the Courts of England

Frequently Asked Questions

Do you supply images digitally?

Yes, in a variety of formats. You can purchase an image for many different uses, [in](#) different sizes, with different amounts of print runs in many different countries (See pricing policy).

Can I order On-line?

Yes but you must first of all register to receive your lightbox. You will then be able to download files suitable for printing to A4 if you require larger resolution file you will need to email us.

How do Freedom Photographs create the digital image?

Photographers supply the digital image to us in a variety of ways, when you view the gallery you can read detailed information about such things as the resolution of the image.

Slides submitted to [Freedom Photographs](#) are scanned at 4000ppi (16 bit), with digital ice on 'normal'. The digital file is then saved in Adobe RGB 1998 colour space, duplicated and the copy cleaned using clone stamp or similar. We may apply a minute amount of unsharp mask in LAB mode lightness layer, but if you would prefer an unsharpened image we can prepare one from the original file. The image is then colour and contrast corrected manually to represent the original image. The original and the corrected versions are reduced to 8 bit and stored on DVD's as Tiff files with LZW compression creating files of around 28mb (50mb uncompressed). They are stored as Mac byte order; if you require PC byte order please contact us. A second set of images is then made and compressed (Photoshop 10) to JPEGs between 2 and 3mb and downloaded to our site for instant retrieval. Our tests have shown that these files are indistinguishable from the archived scans when reproduced up to A3. If you require larger resolutions you can receive higher resolution files via email or by post.

Converting the images for printing

You will need to convert the digital images to CMYK in accordance with your printing needs because there are many parameters that are unique to you e.g. the paper stock, dot gains etc. Contact your printing specialist for advice.

Does the cost change for different uses?

The cost of a digital image will depend on the commercial value of its final use and how many times it is going to be used and for how long. (See prices)

How do I receive my digital image?

During the purchase of your digital image you will have a choice

- By post on a CD,
- Via FTP (we can send the image to an FTP of your choice, no size limit)
- Via Email (if the image required is less than 5 megs in size, normally sent as a JPEG)

You can specify the format, either in uncompressed TIFF format or as a JPG image.

Who owns the copyright for an image?

The photographer always owns the copyright for an image. By purchasing a digital image from [Freedom Photographs](#) you enter into a contract with [Freedom Photographs](#) and the photographer to use the image for the purpose stated and that purpose only. Any use other than the one specified will be considered a breach of contract and will be dealt with in accordance to copyright laws. All electronic images are sold as non-exclusive and can only be used once in one country unless otherwise stated. If you need exclusive rights, rights to more than one use or rights for more than 1 country or the world please contact us via email for a price.

Do Freedom Photographs hold model/property releases for the images?

The vast majority of our photographs do not require a model or property release. For those that do we do not generally hold release documents for the images on the site. We do mark images that the photographer has told us a release is held but it is your responsibility to ensure a release is held prior to using an image from

Do I need a model/property releases for the images

[Freedom Photographs](#) cannot tell you if an image requires a release that would be legal advice. A release is generally not needed for editorial work in magazines or newspapers. Releases can permit the use of the image/s for all purposes, or may contain exceptions for certain uses. In the specific case of [Freedom Photographs](#) where these exceptions are in place, the contributor must set the necessary restrictions on the images via the [Freedom Photographs](#) web site. Please note: restrictions can only be set on Licenced (rights-managed) images.

It is recognised that "editorial" style imagery, photojournalism and archive material will rarely feature a release due to the more spontaneous nature of the shot. Images featuring people and or property without releases can still be

sold for "editorial" purposes and to the general public. This includes images to support text in newspapers, magazines, etc. Images used to support or advertise a product or service are regarded as "commercial" use and generally require a release.

How do the image details affect me?

The file size of an image will inform you what size you can print the image up to and at what quality. For books and magazine printing, the print resolution for your stock photographs typically needs to be 300ppi and above. Larger format prints such as billboards, are usually printed at lower resolutions of under 150ppi because it is viewed further away.

I need a very high resolution digital image

It is always possible to make your printed image larger (interpolation) in programmes like Photoshop or even better genuine fractals. Generally, interpolated files should not be increased by more than 50%. High-end ink jets can be interpolated more due to the scattering of the dots. If you require larger resolutions [Freedom Photographs](#) can help by applying interpolation or upsizing.

What are dpi, ppi and lpi?

Dpi, ppi and lpi are often used interchangeably causing much confusion. In this information ppi is the pixel frequency, dpi is the resolution of a printer or image setter and lpi refers to the frequency of halftone dots on the printed image.

The table below shows the maximum printed resolution that is possible from several digital image file sizes using half tone screen frequencies (based on 1.5 pixels to halftone dot over sampling ratio). For other sizes take the half tone frequency of your printing system and times it by 1.5. Now take the digital image dimensions in pixels one dimension at a time and divide it by this factor.

You can also determine the digital file dimension needed to produce a particular print by the over sampling factor e.g. a 3"x4" image printed on a 133lpi web printing process would need a 600x800 pixel digital file ($133 \times 1.5 \times 3 = 600$ and $133 \times 1.5 \times 4 = 800$). File sizes are for 24 bit RGB images

Money Back Guarantee and Refund Policy

Our prints/digital images are produced to the highest quality but should you not be happy with the product or it is damaged please contact us in the first instance.

Refunds will be given at the discretion of the **Freedom Photographs** Management.

[Freedom Photographs](#) offers a '30-day **Money Back Guarantee**', subject to conditions:

- That the product is returned to [Freedom Photographs](#) in its original condition and packaging.
- That the quality is below what you would expect for that product.
- We will not make a refund if the product is of the quality expected and no refunds can be given for products that are no longer fit for re-sale or that have been bought in error.
- The item/s should be returned via registered post. We cannot accept responsibility for products going missing in the post and without the return of these products can not make a refund
- We do not accept responsibility for the costs of returning these products to us