



FREE TEMPLATES · NO EMAIL REQUIRED

Model & location releases.

Two short forms somebody will actually sign on a phone, plus the honest answer about when a release matters and when people are being paranoid.

READ THIS BEFORE YOU USE IT

A starting point, not legal advice. Rights of publicity and privacy vary a great deal by state and country, and rules around minors are stricter than most photographers assume. Have a lawyer review these before you rely on them commercially.

The short version: you rarely need a release to *take* a photo. You often need one to *sell* it. Advertising is the line that matters.

You probably do not need one

- Editorial and news use — photographing a public event and publishing it as journalism.
- Your own portfolio and social, in most places, though a release removes the question entirely.
- Photographs in a public place with no expectation of privacy, non-commercial.
- Crowd shots where no individual is the subject.

- **Anything advertising a product, service or business.** This is the big one.
- Stock libraries. They will never accept an identifiable person without one.
- **Anyone under 18, always**, signed by a parent or guardian.
- Private property where the property is identifiable and central.
- Any image whose use might imply an endorsement the person never agreed to.

Five practical habits

- Keep both forms as a PDF on your phone. A release you cannot produce in thirty seconds is a release nobody signs.
- Photograph the signed page, or use an e-sign app. Paper gets lost.
- Name the file with the date and the person's name, stored with the shoot. In four years you will need it in under a minute.
- A verbal yes is not nothing, but it is not a release. Get the signature while they are standing in front of you and happy.
- For a large event, a clear sign at the entrance saying photography is happening and how to opt out is standard practice. It is not a substitute for a release for commercial use.

MODEL RELEASE.

SUUBI
MEDIA

I, _____ of
_____,

give _____ (the Photographer) permission to use
photographs and video of me taken on _____ at _____.

This permission covers use in any medium — print, online, social media, advertising and portfolio — worldwide, with no time limit.

I understand I will not be paid for this use unless separately agreed in writing, and that I have no right to approve the finished images or how they are used.

This permission does not extend to use that is defamatory, or that implies I endorse a product or a view without my agreement.

I confirm I am over 18. [] If the subject is under 18, a parent or guardian signs below instead.

PRINTED NAME

SIGNATURE

DATE

EMAIL OR PHONE

PARENT OR GUARDIAN — IF THE SUBJECT IS UNDER 18

PRINTED NAME

SIGNATURE

RELATIONSHIP TO SUBJECT

DATE

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LOCATION RELEASE.



I, _____, as [owner / manager / authorised representative] of

Property name and full address

give _____ (the Photographer) permission to photograph
and film at the property on _____.

The Photographer may use the resulting images and footage in any medium, including advertising and portfolio, with no time limit, and

☐ may identify the property by name ☐ may **not** identify the property by name.

The Photographer will leave the property as found, and is responsible for any damage caused directly by the shoot.

I confirm I have the authority to give this permission.

PRINTED NAME

SIGNATURE

ROLE AT THE PROPERTY

DATE

EMAIL

PHONE

Ask about the paperwork behind the paperwork. Many venues also require their own vendor form, a certificate of insurance, or a permit. Ask on the first call, not on the morning.

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