

**Be sure of it**



# Find it. Clear it. Guarantee it. Use it.

Famous faces, famous places. If they're in imagery you want to use in a commercial campaign, you might need additional clearance. Our comprehensive Rights & Clearance service is the fastest, most accurate and most reliable way to resolve rights issues, get the green light and start putting your imagery to work.

## Fast, expert rights and clearance

That perfect image? If it captures a famous person or place, a trademark or a logo, it just might come with a few strings attached. Sorting out all the rights issues – and getting the clearance you need, when you need it – can be confusing, complex and time-consuming.

That's where the Getty Images Rights & Clearance service comes in. If you have photography or footage that needs clearance, our team has the expertise to meet your needs. Our R&C professionals leverage their know-how and experience to do the legwork for you. And our wealth of contacts with agents and lawyers around the globe lets R&C cut through the red tape – getting you guaranteed clearance at the best price and in the shortest time possible.

With R&C from Getty Images, you'll not only maintain your project's budget and schedule. You'll preserve your peace of mind.



200014899-001, Grant Faint/Getty Images

## The experienced assistance you need

It all starts with a free initial consultation. We'll discuss your project. We'll learn about your creative concept, expectations, deadlines – and, of course, your budget. Then we'll recommend one of three options based on the images you've selected and the scope of your project: third-party clearance, Image Guarantee service or project management.

Still in the planning stages of your project? Let us help you estimate licensing costs for better budgeting. We can also suggest personalities and properties that can make your creative shine even brighter. And if a property isn't available, our vast image library offers a whole host of appealing alternatives. In fact, no one offers you more to explore.



r1485-5613, Roy Rainford/Robert Harding World Imagery/Getty Images

## Third-party clearances

Want to add some old-time Hollywood glamour to your brand? Or spice up your creative with imagery of an historic landmark? Don't let the lack of a model or property release hold you back. At Getty Images, obtaining third-party clearances is what makes us your first choice for iconic images that get results.

Our Rights & Clearance team starts by identifying the subject, sizing up the clearance requirements, finding the right contacts and submitting a detailed proposal to the rights holders (i.e. estate/agent/property owner). When the proposal gets the green light, we'll negotiate the best rate and execute an attorney-approved contract that fully protects you from any potential liabilities.

Our fee is simply a transparent percentage of the amount charged by the rights holder. There are no hidden fees. You'll know the markup from the get go, so there are no surprises.



Orville and Wilbur Wright, September 1900, 2956890, Getty Images

## Image Guarantee™

Not every image comes with a model or property release. Sometimes, with certain non-released imagery or footage, it's simply not possible to find or identify a rights holder, if one even exists. So clearance just isn't an option.

Normally, that would leave you legally unprotected – and put your ideal image out of reach. But it doesn't have to be that way. Based on our research, we're often able to give you an image guarantee. Getty Images Image Guarantee services provides you with an extra layer of protection by indemnifying you against any model or property claims. For a fee based on your expected usage, Getty Images covers you completely in the event a third-party comes forward to make a claim.

Our Image Guarantee service not only protects you from liability, it dramatically expands your creative palette by broadening the range of imagery you can put to use for a whole host of commercial and promotional campaigns.



Mahatma Gandhi (1869–1948), ©333 2916, Getty Images

## Project management

You have enough on your plate. So why not let us assume some of the heavy lifting? If you have a large-scale project – one that requires many images, multiple clearances, a variety of contracts and payments, and other elements – turn to our expert project management team.

Our project managers do it all. They not only oversee all R&C issues, they'll create project plans, provide specialised research and oversee the scope, deadlines, budget and facilitation of even the most complex projects.

The bottom line? Our project managers keep their eyes on all the details so you can stay focused on the big idea.



American actress Grace Kelly (1929-1982), 2694739, Getty Images

## Set your creativity free

Don't let rights and clearance issues hold you back. Let your imagination soar by allowing Getty Images to handle all your permissions, contracts and payments. Our experts know the rights and clearance issues inside and out so you're free to focus on what's most important: great creative.

Talk to us today. For more information, contact us at [rightsandclearance@gettyimages.com](mailto:rightsandclearance@gettyimages.com)

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American actor John Wayne (1907-1979) with Canadian actress Cecilia Parker (1914-1993). 74072101, Getty Images