

Photo Usage Terms

Welcome to our website. This page explains the terms and conditions for using the photos you purchase or download.

1. Licenses for Old Photos

All photos published before **November 1, 2025** remain under a **12-month limited license**, regardless of the purchase date.

- **Editorial or commercial use is limited to 12 months.**
 - After 12 months, a **new license must be purchased** to continue using the photo legally.
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2. Licenses for New Photos

All photos published from **November 1, 2025** are offered with a **lifetime license**, limited to a **single project**.

- **Editorial use:** press, web, social media, exhibitions, or educational projects.
 - **Commercial use:** advertising, marketing, merchandising, videos, films, publications, etc., provided that **all necessary permissions for brands, models, or third-party rights are obtained**.
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3. Editorial and Commercial Use

- **Editorial:** Illustrate or document **informative, cultural, or educational content** (articles, blogs, magazines, exhibitions, documentaries).
 - **Commercial:** Promote, sell, or represent a **product, service, or brand** (advertising, packaging, merchandising, films, videos, books, magazines).
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4. Responsibility

The buyer is responsible for obtaining **permissions for any third-party rights elements** in commercial use.

Impact European Photo Agency cannot be held liable if such permissions are not obtained.