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Business usage licence

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This Business Licence is granted to business members with a:

- **Free Membership Plan for use with ALL Images from our Free Image Collection;**
- **Business Membership plan or a Lifetime Membership plan for use with ALL images from our Free and Premium Image Collections.**

Note, if you have a Free or Creative Membership Plan this license is not granted for use with images from our Premium Image Collection. Creative Plan Members may use images from our Free and Premium Image Collections with our [Personal Licence](#).

1. Our straightforward Business Licence

For every image you download, we grant you a **commercial licence for a single user** which is non-exclusive, non-transferable and revocable. It applies throughout the world and is subject to the standards and restrictions set out below.

2. Our Business Licence is available to business members with our Free, Business and Lifetime Membership Plans.

This Business Licence is available for all business members for use with all images from our Free Image Collection and for Business/Lifetime Members for use with our Premium Images.

With our Business Licence you can use our images for any business purpose as long as you are not selling or redistributing our images and your use complies with our Standards (see section 5 below) and other restrictions below.

For example, you can:

- put the images on your business websites and use them in your business blogs, social media and adverts. We allow **unlimited web views**.
- add your branding, logo, text and captions to the images and reproduce these new designs in brochures, flyers and adverts to promote your business.
- print the images in your documents, magazines, packaging and promotional materials. We allow **unlimited print run size**.

What you cannot do

- **You cannot sell, re-distribute or share our images or copies of our images for others to use.**

This also means you must not add our images to any image gallery, stock image site or template where users are able to access our images or incorporate them into new designs.

- **You must not make our images available in a format that allows others to access or reproduce them.**

We do allow you to create individual items on behalf of a client, but you must only share your final item with your client, not our standalone image files. If your client requires our image file for future projects they must have their own membership account or be included as an additional seat/user on your membership plan.

- **You must not claim that our images are your own work.**

This means you must not claim that you own the intellectual property rights in any images or attribute the ownership or origin of our images to anyone other than us/the artist named on the image page.

- **You must not use images marked as “Editorial Use only” for any commercial purpose.**

If an image is marked as “Editorial Use Only” it means we may not have written permission from the people in the image or owners of property in the image for the image to be used for editorial purposes. It can only be used for a newspaper, magazine or other publication.

location, news event or point of public interest). Editorial images must not be used in any other products or merchandise or to promote any product or service.

- **You can't use our images for prints or merchandise for sale without adding considerable artistic value.** This means you can only include our images in merchandise for sale if they have been significantly changed to such a degree that they constitute new works.

4. You cannot use our images in any ways that do not meet our basic Standards:

You must not use our images in connection with any communication, document or material which:

- is defamatory of any person, obscene, blasphemous, offensive, hateful, inflammatory, or promotes or uses violent or sexually explicit material or pornography,
- promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age,
- infringes any copyright, design right, database right or trademark of any other person, or breaches any legal duty owed to a third party, such as a contractual duty or a duty of confidence,
- promotes any illegal activity or advocates, promotes, incites any person to commit, or assist any unlawful or criminal act, or is in contempt of court, or is likely to deceive any person,
- may be threatening, abuse or invade another's privacy, or cause annoyance, inconvenience or needless anxiety or is likely to harass, upset, embarrass, alarm or annoy any other person.

5. Using images with people in them

You must not use any images with people in them in a way that a reasonable person may find harmful or offensive, including, but not limited to, in connection with pornography or prostitution, or for the promotion of any political or opinion based party, movement, cause, or candidate, or in a way which suggests that they are suffering from any physical or mental ailment, or in connection with immoral or criminal activities. You must not use these images in any way that implies an endorsement of you, your views, opinions or associations, or any other person, or any product or service, by the person or people in the ima

If you wish to use an image to convey a sensitive issue listed above we may be able to provide you with specific permission for this. You must send the details of the image and your intended use to us at contact@rawpixel.com. If we are happy with your intended use we will confirm this to you in writing.

Model Released Images

Except for images marked as “Editorial Use only”, “AI Generated” and Public Domain Images, we have model releases for the majority of images which give you permission to use the image in accordance with this Business Licence. We clearly indicate on the image page if we hold a model release for the image, so make sure you check this. We are not able to list all of the model releases we hold for an image on our website, so if there is more than one person in an image you should always contact us for further information on the model releases we hold for the image. Just email contact@rawpixel.com.

6. Using images with products or brands in them

Some of our images contain images of products where the branding of these products is owned by someone other than us. You must not use these images in any way that implies an endorsement of you, your views, opinions or associations, or any other person, or any product or service, by the owners of such branded products.

Property released images

Where we have included someone else's property within an image and we deem the permission of the owner of the property is required we will have secured a property release for this (except for images marked as “Editorial Use only” and Public Domain Images). If we hold a property release for an image, it is clearly shown on the image page. It is not possible for us to list all of the property that we have a property release for on our website, so if there is more than one item in an image that may be the property of someone else you must contact us for further information on the property releases we hold for the image. Just email contact@rawpixel.com.

7. Public Domain Images

You may use images labelled as ‘Free Public Domain CC0 Image’ with the [CC0 license](#) and images labelled as ‘Free Public Domain U.S. Government Image’ in accordance with [the U.S. Government rules](#).

Whilst we have only selected Public Domain Images that we believe are suitable for the majority of people to use, if you are unsure if an image is suitable for your intended use, please contact us. If you are using an image for editorial use, it is lawful. We

More information about our Public Domain Images is included in our [User Terms](#).

8. AI Generated Images

You may use images labelled as “AI Generated” with this Business Image Licence. AI Generated images have been created with the assistance of Artificial Intelligence (**AI Generated Images**). These Images/designs are clearly labelled “AI Generated”. If you wish, you can filter for only AI Generated Images or to exclude AI Generated Images. All of our AI Generated Images have been produced by our own team of creatives in accordance with the terms and licence of the AI tools we are using. We believe that we have the right to license these images to you in accordance with our Image Licences. **We also believe, in accordance with UK Law, that rawpixel owns the copyright to these images. However, AI Generated Images are a new image medium and as such there is little established law/ precedent on the copyright protection of these images. Therefore, whilst we grant you permission to use the AI Generated Images in accordance with our User Terms and this Business Licence, by using such images you accept that you are solely responsible for such use, and that any such use of the AI Generated Images is at your own risk. We make no warranty as to the accuracy, reliability and legal use of AI Generated Images and we do not accept any liability for your use of such images. We recommend that you seek independent professional advice before using the AI Generated Images for any commercial use.**

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our images do not infringe the intellectual property rights or privacy

We have no liability for any use of our images which breaches the terms of this Licence.

10. How long does our Business Licence last?

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