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# SENSITIVE USE LICENCE

In most cases, an Austockphoto Basic Licence is all you will need when purchasing an image. However on some occasions, a 'Sensitive Use' licence will be required.

## WHAT IS A SENSITIVE USE LICENCE?

A sensitive use licence allows an image of a person to be used in a way that suggests that the model:

- suffers from a physical or mental health condition including drug and alcohol abuse and other addictions
- is homeless, is a victim of domestic or other violence or abuse, or has committed a criminal offense
- endorses, advocates, or believes in a particular service, product, cause or opinion
- is associated with an issue that could be considered controversial or unflattering

General use of images to broadly promote an organisation's services and communicate with their audiences is permitted under our Basic Licence terms.

Please note that the Sensitive Use Licence is required if the person is at all identifiable. This includes images of people whose faces are turned away from the camera. Sensitive Use Licences are not required for silhouettes and images of people blurred in the distance.

## EXAMPLES

Examples of when a Sensitive Use Licence would be required are when an image accompanies:

- An article where an image of a 'patient' is used in place of the real person suffering the condition
- Where the inference is that the people in the image are victims of abuse. For example a mother and child image used in a context to raise awareness for 'family and domestic violence'
- A social media post showing an image of a child where the copy is 'how to identify emotional abuse'
- A campaign encouraging people to gamble responsibly. The message is a good one but if the image and copy together infer that the model's activities are not or have not been under control, then a Sensitive Use Licence would be required
- An image where an individual is seen to be directly promoting a product, for example when a fabricated quote directly accompanies the image. Photography that is used to more generally to tell the brand's story, to help support and promote what they are about, require only a Basic Licence.

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## REQUIREMENTS FOR A SENSITIVE USE LICENCE:

- Austockphoto will seek permission from the photographer and model(s) prior to approving a Sensitive Use Licence.
- The inclusion of a disclaimer stating that the person in the image is a "stock photo model" (or words to this effect).
- An additional fee of \$100 for any image that is purchased for "sensitive use".

These purchases must be negotiated by contacting Austockphoto at [hello@austockphoto.com.au](mailto:hello@austockphoto.com.au). Please allow an additional 5 working days when acquiring this licence.

More information on permissions included with the Basic Licence can be found [here](#).