# YOUR PHOTOS. YOUR COPYRIGHT.

COPYRIGHT

PUT YOUR PRODUCTS IN THE SPOTLIGHT.

Want to increase your sales prospects with good photos? Put your products in the spotlight. Product photos are also protected.

LOOK AT THE USAGE RIGHTS.

Want to attract internet users to your website with nice photos? Look at the usage rights before you upload photos from an image database.

MY WEBSITE
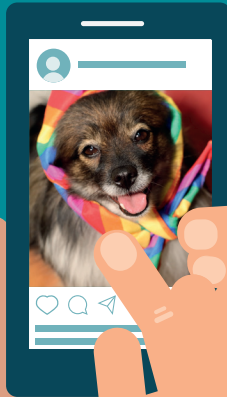
BE CAREFUL WHEN POSTING ON SOCIAL MEDIA.

Found a cool photo on Instagram and want to share it? Be careful – if you download someone else's photo to repost it on your account, you need the photographer's permission. But if you simply link someone else's photos, you don't need their permission.

MEDIA PHOTOS ARE ALSO PROTECTED.

Want to strengthen your message with a powerful image? To use media photos, you also need permission from the photographer.

YOUR PHOTOS BELONG TO YOU.

Do you enjoy capturing moments with your camera? Your photos belong to you! Whoever wants to use them needs your permission.

Be aware that every person in the photo must give their consent if you publish it or make it available to others.

5 TIPS FOR USING PHOTOS

1. Use your own photos wherever possible.
2. If you want to use someone else's photos, get written permission from them.
3. Arrange with the photographer how and when you are allowed to use the photo. Some photographers charge a fee for this use.
4. Indicate who took the photo every time you use it.
5. If you use photos from online image databases, check the licences carefully. Licences regulate the usage rights.

WANT TO KNOW MORE?

Find out from the Swiss Federal Institute of Intellectual Property (IPI):

http://www.ipi.ch/protection-for-photographs

EVERY PHOTO IS PROTECTED – YOURS TOO!

IGE | IPI

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