



## **Gulf Shores & Orange Beach Tourism Photo Policy**

### **Usage Rights**

GSOBT secures usage rights with individual photographers and videographers. Use of GSOBT's images, videos and logos are subject to the following conditions:

- Assets may only be shared for editorial use and promoting tourism on the Alabama Gulf Coast.
- Assets may not be used for commercial projects.
- Assets may not be used on items that will be made available for resale.
- Assets may not be transferred to a third party.

For industry partners (IPs), GSOBT makes a collection of images and videos available on the Extranet for promotions. These cannot be sold, shared, or used on merchandise. The photographer maintains copyright.

For media members, GSOBT makes a collection of images and videos available on the website. This gallery is password protected. Media must first request the password via the website and the PR Manager will provide access based on their request. Public assets may be shared with media members provided the journalists follow the usage guidelines.

### **Photo Credit**

Unless otherwise noted, all assets must be credited to "Gulf Shores & Orange Beach Tourism."