

Commercial Use of Photos Policy

Overview

This policy outlines the terms and conditions for the commercial use of photos provided by Hersey Photography. All photos are available for personal use at no charge. Any use of these photos for commercial purposes requires prior approval and payment of a flat rate fee.

Definitions

- **Personal Use:** Use of photos for private, non-commercial purposes such as personal social media, personal websites, or printing for home display.
- **Commercial Use:** Use of photos in any form of media intended for business, promotional, advertising, resale, or any activity that generates revenue. This includes, but is not limited to, websites, advertisements, printed materials, merchandise, and social media accounts representing a business or organization.

Commercial Use Fee

- A flat rate fee of \$50 per photo is required for any commercial use.
- Payment must be made in full prior to the granting of commercial use rights.

Licensing Terms

- Upon payment of the commercial use fee, a non-exclusive, non-transferable license is granted to use the specified photo(s) for commercial purposes.
- The license does not permit resale or redistribution of the photo(s) as standalone files.
- The license does not transfer copyright ownership; all rights remain with Hersey Photography and its owners.

Restrictions

- Photos may not be used in any unlawful, defamatory, or misleading manner.
- Photos may not be sublicensed, sold, or distributed as stock images or as part of any photo collection.
- Any use outside the scope of this policy requires additional written permission.

Payment Process

1. Contact Hersey Photography at andrew@herseyphoto.com to request commercial use.
2. Specify the photo(s) intended for commercial use and the intended application.
3. Pay the \$50 flat rate fee per photo via the approved payment methods discussed with Hersey Photography.
4. Upon receipt of payment, a license agreement will be provided.

Attribution

- Attribution is required as follows: Photo by Hersey Photography, unless otherwise agreed in writing.

Contact

For questions or to request commercial use, contact:

Hersey Photography

andrew@herseyphoto.com

(575)208-4009

Effective Date: September 16, 2025