

Rights of use for sports photos

Customer: Private (athlete)/Individual

Permitted use

Personal use, social media,
website

Limitations

No commercial use,
no disclosure to third parties

Category: Team/Club/Association

Permitted use

Use for association purposes,
Team-Website, social media

Limitations

No commercial use,
only for the respective club/team

Category: Company/Sponsor

Permitted use

Advertising (print, online,
social media), marketing,
promotion

Limitations

No distribution without permission,
extended use subject
to additional charge

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