

Allure Photography Group

NON-COMMERCIAL MODEL RELEASE

The Model agrees to the following terms regarding photographs and media created at Allure Photography Group events:

1. This agreement is between the Model, Allure Photography Group, and each Photographer who photographs the Model at an Allure Photography Group event covered by this agreement. Each such Photographer shall be considered a beneficiary of and party to this agreement with respect only to photographs or media created by that Photographer.
2. The Model hereby grants the Photographer the right to use the Model's first name, image and likeness in connection with the images and media as set forth below and hereby releases and discharges the Photographer from any and all liability for any claims associated therewith. The Photographer hereby grants the Model the limited right to use and reproduce any images and media which have been provided or distributed by the Photographer to the Model.
3. All uses of the images and media by the Model or by the Photographer shall be for non-commercial purposes only. Permitted non-commercial/self-promotional use includes use by the Photographer to advertise or promote the Photographer's own photography service, portfolio, website, social media accounts, or photographic work, provided that no third-party has paid for or licensed the image. The images and media may also be used for non-compensating contests and competitions, and submissions to non-compensating digital or printed publications.
4. Commercial usage is allowed only if the Model and the Photographer negotiate and execute a Commercial Release to identify any compensation received from such use of the images and media. Commercial usage includes any usage where the Model or the Photographer is compensated by a third party for the right to use or reproduce the images and media. The Model and the Photographer must agree to which of the images and media may be used for such purpose.
5. The Model agrees that the copyright for all images and media shall remain the sole and exclusive property of the Photographer. At the Photographer's sole discretion, images and media may be provided to the Model. The Model may crop, resize, or make other minor formatting changes necessary for social media, but shall not materially retouch, alter, apply filters to, remove watermarks from, or otherwise modify an image without the Photographer's permission.
6. The Model acknowledges that photographs created at Allure Photography Group events may include fashion, glamour, swimwear, lingerie, boudoir, implied nude, topless, or nude imagery, depending on the Model's voluntary participation and the nature of the particular event. Nothing in this agreement requires the Model to pose in any state of dress or undress with which she is uncomfortable.
7. The Photographer may use artificial intelligence and other digital editing tools for retouching, enhancement, color correction, removal or addition of objects, modification or replacement of backgrounds, creation of artistic effects, and other reasonable creative editing. Such tools shall not, without the Model's express written consent, be used to create or distribute images that materially fabricate or substantially alter the Model's body, identity, state of dress or undress, or conduct, or that depict the Model engaged in sexual activity or conduct that did not occur.
8. Images shall not knowingly be used in a false, defamatory, deceptive, or materially misleading context, or in a manner that falsely implies the Model's endorsement of a product, service, political position, organization or cause.
9. **The Model represents and warrants that she is at least eighteen (18) years of age**, and has read and fully understands this Release and Agreement. This Release and Agreement shall be binding upon the parties and their heirs.

This release applies to all APG events in which the Model participates from January 1, 2017 through December 31, 2030, including events prior to the date of signing.

LEGAL NAME OF MODEL _____ **PROFESSIONAL NAME** (if different) _____

MODEL'S SIGNATURE _____ **DATE** _____