

Cornwall Prints Commercial Photography & Video Licence Terms

Version 1.0

Effective 8 September 2026

These terms apply when Cornwall Prints supplies or licenses photographs, video footage or other visual media for commercial or business use. Clause 24 explains the separate personal-use rights for private/domestic commissions.

These are usage licence terms, not a complete booking contract. Before you commit to an order, we will confirm the deliverables, total price and any tax, payment schedule, delivery timing, cancellation arrangements and any weather or access conditions in writing. An enquiry does not create a booking or licence. Cornwall Prints is not VAT registered; no VAT is charged.

The specific quote, invoice, booking confirmation or licence confirmation issued for an order forms part of these terms and identifies the customer, media, licensed business/property, price and any agreed variations.

1. Definitions

In these terms:

Cornwall Prints, we, us and our mean Nicholas Rudden, a sole trader trading as Cornwall Prints.

Client, you and your mean the person, company or organisation identified as the customer in the relevant booking, quote, invoice or licence confirmation.

Media means the photographs, video clips, edited films or other visual material supplied by Cornwall Prints under the relevant order.

Existing Media means photographs or video created by Cornwall Prints before and independently of the Client's order and subsequently licensed to the Client.

Commissioned Media means photographs or video created by Cornwall Prints specifically as part of a photography or video commission from the Client.

Licensed Business/Property means the business, property, venue, development, location or other subject specifically identified in the quote, invoice, booking confirmation or licence confirmation as the subject the Media may be used to promote.

Authorised Service Provider means a designer, advertising agency, printer, web developer, marketing provider or other supplier acting on the Client's behalf.

2. Copyright ownership

Copyright in the Media remains with Cornwall Prints or the relevant copyright owner unless a separate written copyright assignment has expressly been agreed.

Payment for photography, video production or a commercial licence does not by itself transfer copyright ownership.

The Client receives permission to use the Media under the licence set out in these terms.

Copyright assignment, where requested, is outside the standard licence and must be expressly agreed separately in writing.

3. Standard commercial licence

Unless the relevant order expressly says otherwise, Cornwall Prints grants the Client a:

- Non-exclusive
- Worldwide
- Ongoing/perpetual
- Commercial marketing licence

to use the supplied Media for the Licensed Business/Property.

There is no routine annual or periodic renewal fee for the standard licence.

The licence does not make the Client the copyright owner.

4. Commissioned commercial photography and video

Where a business commissions Cornwall Prints to create new photography or video, the standard commercial marketing licence is included in the agreed shoot price unless the quote expressly states otherwise.

The Client may use the finished Commissioned Media to market and promote the Licensed Business/Property.

The licence includes normal commercial advertising and the incidental decorative display described in clause 15.

The scope of photography/video production purchased is separate from the scope of usage rights.

For example, the £249 package contains fewer finished assets than the £395 package but does not provide inferior normal marketing rights.

5. Existing media licensing

Existing Media may be commercially licensed without commissioning a new shoot.

The licence applies only to the photographs, clips or other Media identified in the relevant order.

Licensing an individual image or clip does not grant rights to:

- The Cornwall Prints archive
- Other photographs from the same location
- Other footage from the same flight
- Future photography
- Future video
- Alternative edits
- Source files not supplied

6. Permitted commercial uses

The Client may use licensed Media to promote the Licensed Business/Property through:

- Websites
- Landing pages
- Booking websites
- Property-listing platforms
- Business-directory profiles
- Social media
- Organic social posts
- Paid social advertising

- Display advertising
- Paid search advertising
- Email marketing
- Brochures
- Leaflets
- Catalogues
- Sales literature
- Presentations
- PR
- Press advertising
- Promotional signage
- Exhibition displays
- Outdoor advertising
- Marketing films
- Television
- Cinema
- Other similar marketing activity

No standard limit applies to:

- Advertising impressions
- Website views
- Social-media views
- Number of normal campaigns
- Promotional print quantities

7. Named business/property limitation

The standard licence applies to the Licensed Business/Property identified in the order.

A company operating several businesses or properties does not automatically receive unrestricted use across all of them.

If Media is licensed for a particular holiday park, the company's central marketing department may use it to market that holiday park.

The licence does not automatically permit generic use across every other property in the group.

Additional-property, portfolio-wide and group-wide usage must be separately agreed.

8. Employees, agencies and suppliers

The Client may provide Media to employees and Authorised Service Providers where reasonably necessary to exercise the licence.

This includes:

- Internal marketing teams
- Parent-company marketing teams
- Advertising agencies
- Social-media agencies
- Designers
- Web developers
- Printers
- Video editors
- Other production suppliers

Those parties may use the Media only on the Client's behalf for the licensed purpose.

They do not acquire independent rights.

9. Editing and adaptation

The Client may make reasonable changes needed for permitted marketing, including:

- Cropping
- Resizing
- Reframing
- Adding text
- Adding logos
- Layout changes
- Normal colour adjustments
- Shortening video
- Combining clips
- Adding captions
- Adding graphics
- Creating different aspect ratios

The Media must not be altered in a misleading, defamatory or derogatory way.

10. Attribution

Visible credit to Cornwall Prints is not required for ordinary commercial marketing unless specifically agreed.

Credit is appreciated where appropriate.

The Client must not falsely claim to have created the Media or knowingly attribute it to another creator.

11. Resale and redistribution

Except for sharing needed for permitted marketing and with the people described in clause 8, the Client may not sell, give away or distribute the licensed Media as standalone files for independent reuse. Supplying an image to press or a booking platform solely to promote the Licensed Business/Property is permitted.

12. Sublicensing

The Client may not independently license the Media to another organisation.

This does not prevent authorised agencies and suppliers using the Media on the Client's behalf.

13. Stock libraries

The Client may not upload the Media to:

- Stock photography libraries
- Stock footage libraries
- Asset marketplaces
- Template libraries
- Other services offering it for independent third-party reuse

14. Merchandise

The standard commercial licence does not include reproducing the Media on products whose primary purpose is sale or resale.

Examples include:

- Art prints
- Postcards
- Greeting cards
- Calendars
- Mugs
- Clothing
- Gifts
- Other merchandise

Separate agreement is required.

15. Printing and decorative use

Promotional printing - included. Both Commissioned Media and Existing Media may be printed as part of genuine marketing for the Licensed Business/Property, including brochures, leaflets, advertisements, sales material, exhibition displays, property particulars and promotional signage. There is no additional licence charge or standard quantity limit for permitted promotional printing.

The distinction depends on the main purpose of the reproduction. An image with branding and promotional information on a holiday-park sales display is promotional use. A framed photograph displayed primarily as artwork is decorative use; adding a small logo does not by itself turn artwork into promotional material.

Commissioned photographs - ordinary display included. Where you commission photography of your own property, premises or site, you may print the finished photographs for reasonable, incidental decorative display within that commissioned property, without an additional licence charge. This includes reception areas, offices, restaurants, communal guest areas and one or several prints inside an individual holiday cottage that was itself photographed for the commission.

Systematic or bulk decorative reproduction - separate agreement. The standard commissioned licence does not include producing an artwork collection for repeated installation across multiple hotel bedrooms, holiday lets, lodges or other accommodation units, or displaying reproductions at additional properties. For example, printing the same image for 50 hotel bedrooms or producing artwork for 100 holiday homes requires separate agreement, even within one named hotel or holiday park. This applies to repeated sets of different commissioned images as well as repeated copies of one image. Ordinary incidental display at the commissioned property remains included; there is no blanket ban on display simply because it is a commercial property.

Existing archive photographs - decorative reproduction excluded. The standard marketing licence does not permit reproducing Existing Media as standalone artwork, including framed or mounted prints, canvases, decorative posters or other wall art. This applies to one copy as well as multiple copies, including décor in homes, accommodation, restaurants and business premises.

For archive artwork or larger commissioned décor projects, contact Cornwall Prints for a finished-print supply quote or a separate decorative reproduction licence. Any reproduction licence will identify the photographs, permitted copy quantities, properties/units, any size limits and whether it covers one production run or ongoing reproduction. An expanded multi-property marketing licence does not itself grant decorative reproduction rights.

Purchased physical artwork. You may display a physical Cornwall Prints print, framed print or other finished artwork you have purchased at your home or business. Buying the item does not permit copying, scanning or

reproducing the underlying photograph to make further artwork.

If your proposed display falls between ordinary incidental use and a repeated accommodation artwork scheme, describe the locations and intended copies before production so we can confirm the scope in writing.

16. Trademarks and logos

Media may not be used as or incorporated into a registered trademark, logo or other exclusive brand identifier without separate written permission.

17. AI and machine learning

Media may not be used for:

- Training AI systems
- Fine-tuning AI systems
- Machine-learning datasets
- Model evaluation datasets
- Similar automated training purposes

without separate written permission.

18. Exclusivity

All standard licences are non-exclusive.

Cornwall Prints may continue to:

- Display the Media
- Sell physical prints
- License Existing Media elsewhere
- Use the Media in its own business

subject to the agreed confidentiality restrictions, applicable third-party rights and clause 24 on private commissions. Any exclusive licence must be expressly agreed.

Exclusive usage must be separately scoped and priced.

19. Source files

Unless expressly included, Cornwall Prints is not required to provide:

- RAW photographs
- DNG photographs
- Camera-original files
- Complete flight recordings
- Unedited originals
- Unused video takes
- LOG footage
- Layered files
- Lightroom catalogues
- Editing project files
- DaVinci Resolve projects
- Production timelines
- Other working files

The Client receives the finished deliverables identified in the order.

Receiving high-resolution or 4K files does not transfer copyright.

20. Delivery specifications

Finished photographs will normally be professionally edited JPEG files suitable for the intended use.

Where appropriate, smaller web/social copies will also be supplied.

Standard high-resolution delivery will normally be approximately 6,000 pixels on the long edge where the source and crop allow.

If a specific application requires a larger output, the Client should identify that requirement so that an appropriate export can be prepared where technically possible.

Video will normally be supplied as finished or selected 4K files where 4K delivery forms part of the order.

The delivery of selected video clips does not grant entitlement to all footage captured during the shoot.

21. Third-party rights

The licence grants rights owned or controlled by Cornwall Prints.

It does not automatically grant rights belonging to third parties that may appear within Media.

This can include:

- Trademarks
- Copyrighted artwork
- Music
- Identifiable individuals
- Performances
- Other protected material

Where Cornwall Prints knows of a material restriction affecting an intended use, Cornwall Prints will disclose it before the order is agreed. We will confirm that we own or control the rights we grant; the Client remains responsible for checking that its particular campaign and any changes it makes comply with applicable law.

Clients remain responsible for permissions relating to third-party materials they specifically ask Cornwall Prints to incorporate.

22. Music

Existing video footage does not automatically include commercial rights to music used in Cornwall Prints social-media posts.

When Cornwall Prints supplies a finished film containing music, the quote will identify the included music rights and any usage restrictions before the order is agreed.

Clients must not assume that music heard on Cornwall Prints' social channels can automatically be reused commercially.

23. Commercial portfolio use

Unless confidentiality or other restrictions are agreed before the shoot, Cornwall Prints may display selected Commissioned Media from commercial projects in:

- Portfolio
- Website

- Social media
- Sales material
- Cornwall Prints marketing

Cornwall Prints will respect confidentiality, embargoes and launch restrictions agreed in writing. Portfolio permission does not override applicable privacy or data-protection obligations.

24. Private/domestic commissions

For photography commissioned for private/domestic purposes, the customer receives ongoing, non-exclusive rights to print the finished photographs, frame them, make canvases and produce copies for ordinary personal/family use, including display in their own home, without an additional licence charge. A printer may produce these items on the customer's behalf, but receives no independent reuse rights. Copyright remains with Cornwall Prints.

These personal-use rights do not include selling prints or products, licensing the photographs to another business, or using them for commercial marketing. If the property is later marketed as a holiday let or otherwise used commercially, agree appropriate commercial rights before using the photographs for that purpose.

Cornwall Prints will not publish or publicly display photographs or films commissioned for private/domestic purposes without the customer's permission. Private material is not available for our portfolio, advertising or print sales merely because we retain copyright.

These personal-use rights apply to private commissions, not to existing archive photographs or the purchase of physical artwork. Payment and delivery arrangements, and applicable consumer cancellation rights, will be confirmed before booking. Nothing in these terms excludes or restricts a consumer's statutory rights.

25. Payment and licence commencement

Unless otherwise agreed, the commercial licence becomes effective once:

1. The relevant licence or commission has been agreed; and
2. Required payment has been received.

Preview galleries, contact sheets and watermarked files are not commercially licensed unless expressly stated.

26. Preview media

Preview files are supplied solely for:

- Selection
- Review
- Approval

They may not be:

- Published
- Used in advertisements
- Distributed publicly
- Used commercially
- Supplied for independent third-party use

27. Additional properties and corporate use

Use across additional businesses/properties requires an expanded licence.

Larger portfolio, group-wide or corporate-library use will be quoted based on required scope.

28. Licence breach

If Media is used outside the agreed rights, Cornwall Prints may ask the Client to stop the unauthorised use and remove unauthorised reproductions within its control.

Where a breach can be corrected, we will give written notice explaining it and a reasonable opportunity to correct it. The parties may agree an additional licence and price in writing if continued use is suitable. These terms do not impose an automatic penalty or allow us to set an unagreed additional fee retrospectively. This does not prevent either party pursuing remedies available under applicable law.

29. Termination following material breach

Standard licences do not ordinarily expire.

Cornwall Prints may terminate a licence following a material breach that remains uncorrected after reasonable written notice.

Following termination, the Client must stop new use of the affected Media and remove it from digital marketing under its control within a reasonable period.

30. Variations

A quote, invoice or written agreement may grant additional rights or restrictions.

Examples:

- Multiple properties
- Group-wide usage
- Exclusivity
- Merchandise
- Decorative reproduction
- Source files
- Copyright assignment

Any variation must be clearly agreed in writing.

Where a written order-specific variation conflicts with these standard terms, the expressly agreed variation applies to that order.

31. Changes to terms

Cornwall Prints may update these standard licence terms for future orders.

New terms do not retrospectively reduce rights already granted under an earlier accepted licence unless the Client agrees.

Each version must have:

- Version number
- Effective date

The version supplied or linked before the customer accepts the order applies. We will retain a record of that version and the agreed scope. An invoice issued afterwards cannot introduce new restrictions without the customer's agreement.

32. Governing law

Unless applicable law requires otherwise, these terms are governed by the laws of England and Wales.

33. Contact

Questions about commercial licensing or usage outside the standard licence should be raised with Cornwall Prints before that usage begins.

Cornwall Prints

Nicholas Rudden

cornwallprints.com/pages/contact

cornwallprints.com