

Adult Model Release (UK, England & Wales)

Short, plain-English. Replace bracketed text. Keep a copy with image references.

Release ID: [MR-####]

Project/Job: [Project name / code]

Shoot date(s): [DD MMM YYYY]

Location(s): [Address / city / online]

Parties and roles

Photographer/Producer: [Legal name]

Address: [Registered address]

Email: [contact@]

Client (if any): [Legal name]

Address: []

Email: []

Model: [Full legal name]

Address: [Postal address]

Email: [] **Phone:** []

I am 18 or over: ☐ Yes

Data controller(s): ☐ Photographer/Producer ☐ Client ☐ Joint controllers

If joint controllers, our respective roles are set out at: [URL to joint-controller summary]

Description of content

Short summary: [e.g. portraits for Brand X campaign]

Grant of rights

The Model grants the Photographer/Producer and its licensees an **[exclusive / non-exclusive] licence** to use the Model's image and likeness captured in the **Photographs/Recordings** (the "Content") for the **Purpose(s)**, in the **Media**, **Territory**, and **Term** defined below. Content may be **retouched, cropped, and composited** provided the use is not misleading or defamatory.

- **Purpose(s):** [Advertising/marketing for Brand X; website; social; paid ads; OOH; PR; internal]
- **Media:** [Print; digital; social; website; online ads; broadcast; POS]
- **Territory:** [UK / EEA / Worldwide]
- **Term:** [Months/years / perpetual]

Sensitive-use restrictions (optional): The Content **must not** be used in relation to: [health; sexuality; religion; politics; other] unless agreed in writing.

Assignment/sublicensing: The benefit of this release may pass to the Photographer's/Producer's **clients, licensees, assigns, and successors** within the agreed Purpose(s), Media, Territory, and Term.

Consideration: [£___ fee / time-for-images / nominal £1].

If no consideration is given, execute this as a deed with a witness present.

Credit (optional): [Credit line if agreed].

No obligation to use.

Data protection (UK GDPR)

- **Controller(s):** As ticked above.
- **Lawful basis for using the Content:** ☐ **Consent** (you may withdraw at any time, which stops **future** use based on consent) **or** ☐ **Legitimate interests** (you may object; we have completed a **Legitimate Interests Assessment** and you may request a summary).
- **Retention:** [e.g. 5 years or until end of Term].
- **International transfers:** We use the **UK IDTA** or the **UK Addendum to the EU Standard Contractual Clauses (SCCs)**, as applicable.
- **Privacy notice:** [URL/link].
- **Data rights contact:** [email].

Note: This IP licence is **irrevocable for the agreed Term and scope**, but this does **not** remove your rights under data-protection law. If consent is withdrawn, we will stop **future** use that relies on consent.

Warranties and release

The Model warrants they are 18+ and have the right to enter this agreement. To the extent permitted by law, the Model releases the Photographer/Producer and its licensees from claims arising from the permitted use of the Content, excluding misuse or breach of this release.

Governing law

This agreement is governed by the laws of **England and Wales**. Courts of England and Wales have exclusive jurisdiction.

Signatures

Model signature: ___ **Name:** ___ **Date:** //

Photographer/Producer (optional countersign): ___ **Name/Title:** ___ **Date:** //

Electronic signatures are accepted.

If executed as a deed (complete only if no consideration)

Model signature (executed as a deed): ___ **Date:** //

Witness signature: ___ **Name:** ___ **Address:** _____

Image references

Link to files covered by this release: [Gallery ID / file names / contact sheet]

Model Release ID to embed in metadata (IPTC): [MR-####]

Notes: A deed requires witnessing and specific formalities. Use your legal deed template if in doubt.