

## **Image Theft: What is it??**

Any image that does not belong to you, is not yours. An image does not need to have any visible watermarks to be copyrighted. The original photographer / designer always owns the rights to that image and using it without his or her express permission is a breach of their copyright and can land you in trouble.

As a Photographer I spend a large amount of time taking photographs and producing images, most of this time is unpaid, especially at outdoor events. However the reason for doing this is so that after I have spent the time taking the images, then sorting them and editing them and uploading them to a website to allow visitors and potential clients to view them, in the hope that some will consider the quality of the images good enough to purchase them.

Its worth noting that there are a lot of costs in this service, these include the time spent at the event, sometimes up to 8 hours, then the time sorting through and editing images, also many hours.

In addition, I have also made huge investment in equipment, travel and website hosting.

Like any business or service provider, I accept these costs in the hope that I can make some return in the service I provide and the end result of the product, the image itself.

In order to protect my work, I watermark my images, I don't see the use of my watermarked images as free advertising, but as a price tag reminder that the image is being used without permission and without being purchased.

My watermark is fairly light to allow viewers the ability to see as much of the image as possible to help aid the buying decision, and also to allow competitors from an event to see all images, even the ones that they may not be interested in purchasing

So please, if you like the images I produce enough to want to put them on you own website or social media, please purchase them, failing to so is theft in any sense of the word.