

Information on Image Rights

Executive Office and Strategy (STS)

Corporate Communications (GK)

Gabi Zachmann

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A Copyright

Who took the photo?

B Right to One's Own Image

Who is shown on the photo?

C Trademark and Design Rights

Can protected design objects or trademarks be seen on the photo?

D Artist's Right

Can works of art be seen?

E House and Property Rights

Was the photo taken from public or private property?

A Copyright

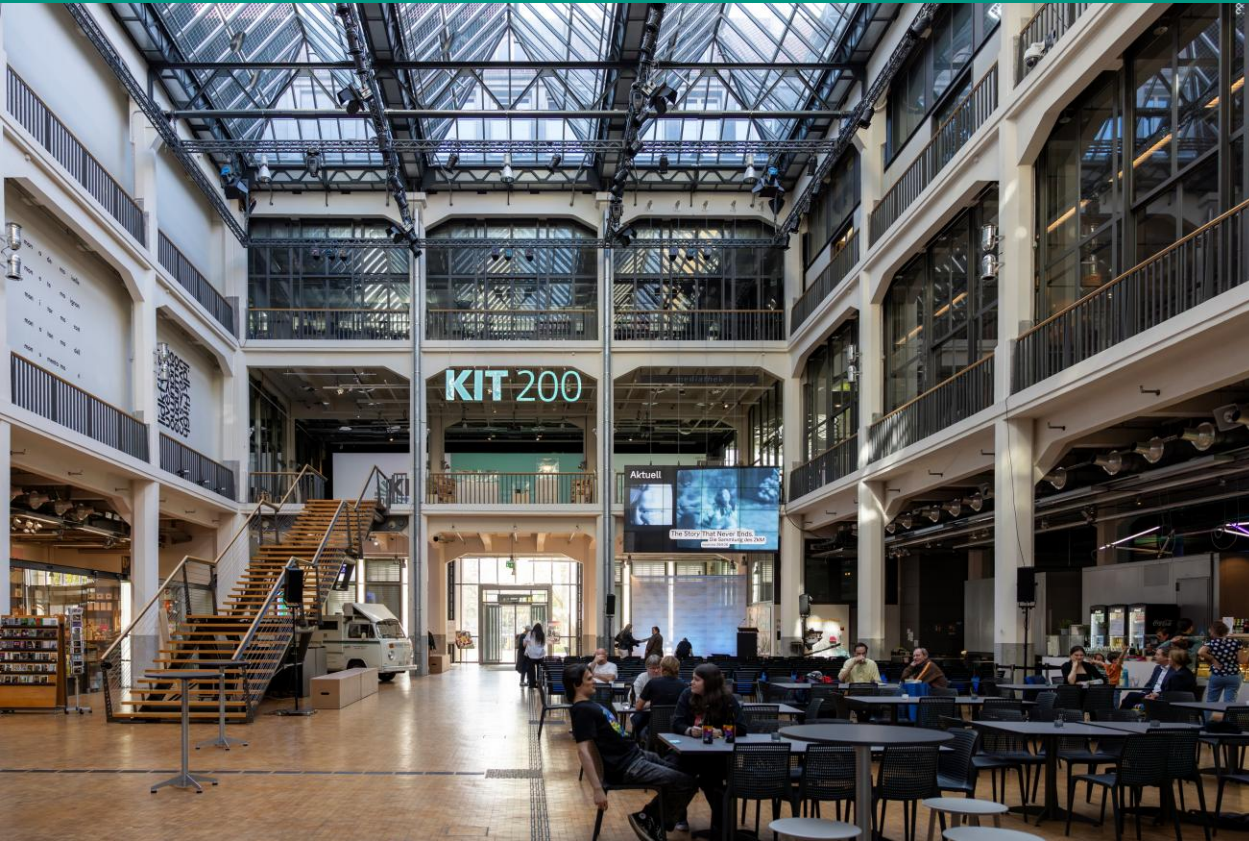


Photo: Laila Tkotz

| Relevant questions prior to the publication of a photo:

Do I know the name of the photographer?

If no:

Do I know where I can look for it?

Do I have the source of the image?

Do I have the permission to use the image?

Can I edit the image?

What exactly is the permission like? Is the use of the photo subject to spatial or temporal restrictions? Can it be used once only? What about the medium for which I use the material? Some licenses permit non-recurrent use for printing. Consequently, repeated use of the photo or use in social media must be clarified separately in advance.

B Right to One's Own Image



Did the persons agree to a general use or to a single, purpose-bound publication?

Do you ideally have an agreement in writing (Model Release) by all persons shown in the center of the photo?

If no: Does an implied consent exist or is it a moment of contemporary history? Can the person be contacted for subsequent approval?

C Trademark and Design Rights



Are visible design objects or trademarks (e.g. in the form of a logo) protected?

Is the image shown in an editorial / descriptive context?

If no: Is it used as a trademark?

If yes: Have I clarified the rights of use of the trademark, of the designers, or the holders of the right?

D The Artist's Right



Are works of art shown on the photo?



If yes: Do I have the permission of the artist, the heirs, or the copyright collective?

Is the image displayed in a museum?

If so, has the permission be obtained from the museum?

Is the work of art located in a public space?

(Buildings of outstanding architectural uniqueness are also considered works of art)

If so: Does freedom of panorama apply? (Temporary works of art, such as the wrapped Reichstag or the special illumination of the Eiffel Tower at night are not subject to freedom of panorama; any reproduction requires prior permission)

Does a term of protection exist? (Copyright protection expires 70 years after the death of the artist)

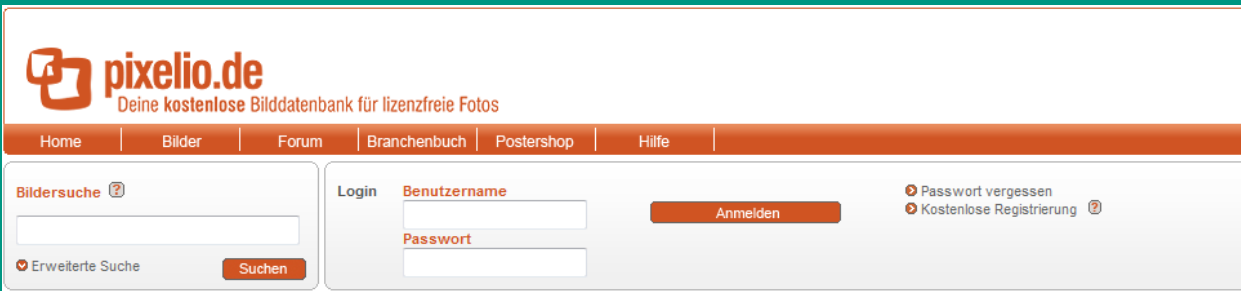
E House and Property Rights



Did I photograph the building or property from a publicly accessible location?

If no, do I have the permission of the owners?

Cost-free Image Databases



1. There is no guarantee that the images are really cost-free.
2. There is no guarantee that the rights to one's own image are observed.

Examples:

pixelio
Photocase
Pixabay
Unsplash
Pexels
etc.

Anyone downloading images should carefully study the terms of use and license conditions. Otherwise, you could face serious trouble. For example, photos downloaded from Pixelio cannot simply be used on social media platforms. This requires a special permission by the copyright holder. Whenever such images are used, perfect citation with a link to the respective site is required.

Beware of pitfalls!

AI Images



Recommendations for using AI images:

It is best not to use AI images featuring people. Stick to landscapes or mood images instead. The risk of AI-generated images resembling real people, actors, or cartoon characters is too great.

Just like image databases, every AI picture generator has terms of use you have to pay attention to. Take a look at what applies in terms of licenses and what rights you are granted as a user. However, the terms of use for most AI programs are not very comprehensive. Many legal aspects are still unclear.