

## **What are “stock photos”?**

Stock photos are professional photographs of common places, landmarks, nature, events, or people that are bought and sold on a royalty-free basis and can be used and reused for commercial design purposes. They are often used by businesses, marketing agencies, publishers, and designers to add visual appeal to websites, advertisements, brochures, presentations, and other creative projects.

## **What can happen when I use a stock photo?**

Using stock photos on a website without proper permission can lead to legal issues related to copyright infringement. Stock photos are protected by copyright, and using them without obtaining the appropriate license or permission from the copyright holder can result in legal consequences, including financial penalties and demands to remove the images.

## **Here are some key points to consider when using photos on a website:**

1. **Copyright Ownership:** Understand that photographers or image creators hold the copyright to their work unless they have explicitly released it into the public domain or provided a license allowing certain uses.
2. **License Types:** Different stock photo websites offer various types of licenses, including royalty-free and rights-managed licenses. Always review the terms of the license to ensure you're using the image within the permitted scope.
3. **Attribution Requirements:** Some licenses may require attribution, meaning you must give credit to the photographer or image creator. Make sure to comply with any attribution requirements specified in the license.
4. **Avoiding Unauthorized Use:** If you're unsure about whether you can use a particular image, it's best to err on the side of caution and either obtain proper permission or choose an alternative image that you have the right to use.
5. **Consequences of Infringement:** Copyright infringement can result in legal action, including demands for compensation and takedown notices. It's essential to respect copyright laws and obtain proper permissions for any images used on your website.

## **How to avoid copyright infringement?**

To avoid potential legal issues, consider using alternative sources for images, such as creating your own photos or illustrations, using images with Creative Commons licenses, or purchasing images from reputable stock photo websites with clear licensing terms. If in doubt, consult with a legal professional knowledgeable about copyright law.