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**Model agreement for participation in image and sound in productions for marketing purposes**

**§ 1 Background and purpose**

Uppsala University produces certain materials in print or digital media for marketing purposes. This can include such material as student recruitment and marketing of museums and parks for various target audiences. The purpose of this agreement is to regulate the terms and conditions when private individuals participate in images in the University’s productions.

**§ 2 General**

Participation in images is always voluntary. A consent in accordance with this agreement gives Uppsala University unrestricted right to publish and file video and sound without model fees or other compensation and without limitation in format, choice of channel, medium, edition or time frame. Uppsala University has the right to edit and crop the relevant image/images covered by the agreement to allow appropriate use according to this model agreement.

The images may not be resold to third parties. The images may be used by third parties by commission of Uppsala University, however, provided that the applicable privacy legislation is observed.

**§ 3 Parties**

The person permitting the use of their image or sound recording:

Name:

Address:

Person responsible for photographing, filming or audio recording:

Name:

Address:

|  |  |  |
| --- | --- | --- |
| Place and date: |  | Place and date: |
| On behalf of Uppsala University(Authorized signatory) |  | Model |
| Signature  |  | Signature  |
| Print name |  | Print name |

|  |
| --- |
| Guardian’s signature (if the model is under age 18) |

This agreement has been drawn up in duplicate, with each of the parties receiving a copy. Uppsala University’s copy is kept on file by the department or equivalent. A copy will be sent by the department or equivalent to the Communications Division at kommunikation@uadm.uu.se

*Approved by the Legal Affairs Division of Uppsala University on 2018-11-20*