

# DIGITAL IMAGE LICENCE — WEBSITE PURCHASES

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**Licensee:** (You/Client): The individual or business that completed checkout (one legal entity only)

## 1) WHAT YOU'RE GETTING

- **A non-exclusive, non-transferable** licence to use the **specific image(s) you purchase** (the **Image**).
- **You do not own the copyright** and you can't resell, give away, or sublicense the Image.

## 2) STANDARD USES INCLUDED

You may use the Image *digitally* for:

- **Website & blog** for your business.
- **Organic social media** (non-paid posts).
- **Portfolio/PR/editorial** (e.g., press release, award entry, case study).
- **Internal use** (presentations, proposals).

**Territory:** Worldwide.

**Term:** Perpetual (for the above uses).

## 3) OPTIONAL ADD-ONS (NOT INCLUDED UNLESS YOU BUY THEM)

- **Print media**

## 4) WHAT YOU CAN'T DO

- No resale, giveaway, or making the Image available for download/templates/stock/NFTs.

- No use that is unlawful, defamatory, or misleading (including implying endorsement).
- No training AI/ML models or generating derivative works meant to replace the Image commercially.
- No use in a logo/trademark, packaging/merch, or paid ads.
- Don't remove or falsify copyright/metadata; don't remove visible watermarks without permission.

## 5) EDITS

You may **crop, resize, adjust colour/brightness, and overlay text or your logo as needed**, provided the edit doesn't distort the Image or harm our reputation.

## 6) RELEASES & CLEARANCES

- We will state on the product page or receipt if model/property releases exist. If nothing is stated, assume no releases are provided.
- You are responsible for any extra permissions your use requires (e.g., prominent advertising, trademarks/artwork shown in the Image).

## 7) VENDORS WHO CAN HANDLE THE FILE FOR YOU

You may share the Image with your web developer, ad/PR agency only to carry out your permitted uses. **You're responsible for their compliance.**

## 8) PAYMENT, TAX & REFUNDS

- Licence activates on **full payment** at checkout.
- **All sales are final.**

## 9) LEGAL BITS

- We warrant we own (or control) the rights we license; otherwise the Image is provided as-is.
- **Liability cap:** at most, the fees you paid for the Image. No indirect or consequential damages.
- **Governing law:** Alberta, Canada (you agree to Alberta courts).

- This licence is the whole agreement for your Image use; changes must be in writing (email is fine).

**Questions?** Email: [hello@homingdesign.co](mailto:hello@homingdesign.co)

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