

This Agreement is made (*enter date*)

BETWEEN

1. VISITBRITAIN and VISIT ENGLAND (incorporated as the British Tourist Authority) of Sanctuary Buildings, 20, Great Smith Street, London, SW1P 3BT (“VB/VE”) and the GLA

And

2. *enter partner name* of *address* (“the Partner”)

NOW IT IS AGREED as follows:

- 1 The Partner hereby permits VB/VE and GLA to use the assets supplied and which are listed on the attached Asset List sheet for use on www.visitbritainimages.com and associated platforms for tourism use. The assets are not to be sold commercially.
- 2 The Partner accepts and agrees that VB/VE and GLA will make the assets available through www.visitbritainimages.com free of charge to third parties including selected partners and eligible customers.
- 3 The Partner warrants that it is the exclusive owner of the copyright of the assets or has been granted a licence to share the assets for non-commercial usage and that it has the authority to enter into this Agreement.
- 4 The Partner warrants that it has obtained all requisite consents from the owners of the properties/locations and the models, which are the subject of the assets. In public places the Partner has only photographed readily identifiable persons with their consent and, where such persons are not already subject to Model Release Forms, has obtained their signature on a Model Release Form at the time of the photograph. The Partner shall provide evidence of all such requisite consents at VB/VE’s request.
- 5 The Partner shall indemnify and hold harmless VB/VE from and against any loss, costs, claims, proceedings and liabilities arising from the Partner’s failure to obtain consents under clause 4 or from the supply of the assets to VB.
- 6 The Partner shall provide metadata for each asset, as per the example template supplied, such as location, title and credit information.
- 7 This Agreement shall commence on the above date for a period of the (3) years and shall continue hereafter unless terminated by either party serving on the other one (1) month’s written notice. Either party shall be entitled to terminate this Agreement immediately if the other party is in serious or continued breach of its warranties or obligations hereunder.

<p>Signed For and on Behalf of VisitBritain</p> <p>Signature: _____</p> <p>Date:- _____</p> <p>Printed Name: _____</p>

<p>Signed For and on Behalf of</p> <p>Partner Name: _____</p> <p>Signature: _____</p> <p>Date: _____</p> <p>Printed Name: _____</p> <p>Title / Position: _____</p>
