



## **Pocono Mountains Visitors Bureau Photo & Video Release**

By using the hashtag #YesPMVB or responding with yes or other affirmative statements when asked if PMVB may use one of your photos or videos, you hereby acknowledge that your media may be selected for use on Pocono Mountains Visitors Bureau's, hereinafter referred to as "PMVB," social media channels or marketing materials including advertisements or other company publications. PMVB retains the right to continue or discontinue use of photos or videos at its discretion. PMVB is not obliged to use every photo or video supplied through the #YesPMVB hashtag.

Through the use of #YesPMVB, replying yes, or other affirmative statements, you grant PMVB an irreversible, compensation-free, and royalty-free use of your photo(s) and/or video(s) to be used on our social media channels and all forms of advertising. Upon permission to use your media, PMVB now has the right to edit, change, size, reproduce, distribute, and publish your photo or video on our social media platforms and marketing materials freely. PMVB will attach appropriate credit to any media used if applicable or possible. Use of photo or video credit may be void if the image is used in a slideshow, carousel ad, or other forms of collaborative marketing materials.

By granting PMVB photo or video rights, you acknowledge that you are the sole creator of the photograph(s) and/or video(s) in mention. Furthermore, you acknowledge that the photograph(s) and/or video(s) in mention was or were not taken, shared, or duplicated from another photographer/videographer or photographer/videographer's account. By agreeing to these terms, you express that you have the right to grant the aforementioned licensing and photography/video rights.

Upon submission of photos and/or videos, PMVB retains the right to accept or reject media per their rules and discretion. PMVB will not accept or tolerate any photo(s) or video(s) that contain or perpetuate notions of pornography, racism, homophobia, disparagement of any person(s) of a specific group, libel, hate speech, obscenities, or other defamatory statements.

Additionally, you hereby release and hold harmless PMVB from any reasonable expectation of privacy or confidentiality associated with the image(s) or video(s).

You further acknowledge that neither you nor any other party who may share ownership of the media (whether in the past or future), will receive financial compensation of any means associated with the taking or publication of these photographs or videos. You acknowledge and agree that publication of said photo(s) and/or video(s) confer(s) no rights of ownership or royalties whatsoever.

You hereby release PMVB, its contractors, its employees, and any third parties involved in the creation or publication of marketing materials, from litigation or liability for any claims by you or any third party in connection with our participation.

If you see a photograph or video that you own the rights to that has been granted permission to be used by PMVB by another individual, please email Brian Bossuyt at [bbossuyt@poconos.org](mailto:bbossuyt@poconos.org) to rectify this situation. If tangible proof of ownership is established and proper consent was not granted for use of the aforementioned photo(s) or video(s), PMVB will discontinue use of this photograph or video per request of the true owner of the media.

For any additional information or inquiries about media rights, how they are used, distributed or shared, or any other questions pertaining to PMVB's user generated content, please email Brian Bossuyt at [bbossuyt@poconos.org](mailto:bbossuyt@poconos.org).