**Editorial Policy**

The purpose of this document is to outline the principles, practices and policies Impact Action Photos upholds in delivering the highest standards of editorial integrity to our customers. For editorial content, we recognize, respect and adhere to the ethical conduct acknowledged by both our industry and our peers. Impact strives to achieve and support the high standards in photojournalism today through good judgment and a commitment to our editorial principles, practices and process.

**Usage Agreement: One-Time Use Only**

Events photographs provided by Impact Action to media outlets are solely for editorial purposes with a one-time use and are not exclusive. Resale or sharing of files/photos/footage is strictly prohibited. All images are copyright property of Impact Action Photos.

**Our Photo Credit Policies**

**Credit: ImpactActionPhotos.com**

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**Credit: (News Service)/ ImpactActionPhotos.com**

This credit is based on the long-standing wire service tradition of sharing the editorial process between established news organizations. This credit would only apply when the news service is a well-known and established party that already has an established reputation for following strict editorial procedures that are equivalent to Impact Action’s standards.

An example of this credit could include 'ImpactActionPhotos.com' where the first named party is the verified editorial source of the news material and the second party is responsible for delivering the content to their respective news distribution service. In some cases this credit could appear as ImpactActionPhotos.com /(News Service)'. This credit indicates that Impact Action is the originating party for news coverage and the news service is the distributing party.

**Credit: (Outside Source) via ImpactActionPhotos.com**

This credit conforms to a long-standing wire service tradition of providing access to ‘handout’ materials as a service to editorial clients. Following the generally accepted industry standards, these photos must be from a known source and should be relevant to the overall mission of the wire service.

Examples of valid outside sources include

- Sporting event coverage -- Photo organizations of sports leagues (NBA Entertainment)
- Television screenshots -- From local market or national broadcast news media
- Newsworthy content from verified third-party sources

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1.2 "Invoice" means the computer-generated or pre-printed standard form invoice provided by Impact Action and the terms agreed with the Licensee. The Invoice shall be incorporated into this Agreement and all references to the Agreement shall include the Invoice.

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7.6 Waiver. No action of either party, other than express written waiver, may be construed as a waiver of any provision of this Agreement. A delay on the part of either party in the exercise of its rights or remedies will not operate as a waiver of such rights or remedies, and a single or partial exercise by either party of any such rights or remedies will not preclude other or further exercise of that right or remedy. A waiver of a right or remedy on any one occasion will not be construed as a bar to or waiver of rights or remedies on any other occasion.

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