



Photo & Media Release: FAQs for Pet Pros

Why Do I Need a Media Release Form as a Pet Care Pro?

Showing photos and videos of happy pets loving their time with you builds confidence in your business for potential clients. But it's crucial to share pet media safely and with permission.

Did you know that featuring a client's pet on your social posts or marketing without permission could expose you to personal and advertising injury lawsuits?

What Does This Release Form Do?

This release form gets a **client's written consent to use images of their pet in your marketing** ahead of time (so you don't have to remember to ask or rely on a verbal agreement). It provides documentation in the event of a lawsuit involving photos or video of a client's pet.

How Does This Release Form Work With My Insurance?

- This release form is not insurance.
- It's not a substitute for the personal and advertising injury coverage in your PCI policy's general liability insurance. (Your insurance could pay for legal costs if you get sued.)
- This release form simply provides an extra layer of protection by strengthening your case in the event of a lawsuit.

Important note: *This photo and media release is a template for informational purposes. Users should consult a licensed attorney to tailor the template to their business and local laws.*



1. Pet Parent may revoke this consent in writing at any time.

Date

Date

