

MARSHALLS DRONE SERVICES LTD

PHOTOGRAPHY, VIDEO CONSENT, COPYRIGHT & USAGE POLICY

Professional Drone Photography, Aerial Filming, Surveys & Video Production

Last Updated: 18 October 2026

1. Introduction

At Marshalls Drone Services Ltd, we are committed to providing professional aerial and ground-based photography, videography, surveying and inspection services while maintaining high standards of professionalism, confidentiality and respect for individual privacy.

This policy establishes our terms concerning the ownership, copyright, use, distribution, storage and publication of photographs, video recordings and other visual media produced by our company.

All original photographs, footage and other creative media produced by Marshalls Drone Services Ltd remain the intellectual property of the company, unless otherwise expressly agreed in writing or subject to applicable third-party rights.

Marshalls Drone Services Ltd reserves the right to use suitable material for legitimate business promotion, advertising and portfolio purposes, subject to applicable privacy legislation, confidentiality obligations, individual rights and any necessary permissions.

This policy also explains our arrangements concerning RAW footage, additional charges, client usage rights, consent and the handling of recorded material.

This policy should be read alongside our Privacy Policy, Terms and Conditions and any applicable quotation, booking agreement or service contract.

2. Services Covered by This Policy

This policy applies to photography, filming and visual content created during our professional activities, including:

- Commercial and residential drone surveys.
- Roof, property and infrastructure inspections.
- Aerial photography and videography.
- Ground-based photography and video production.
- Weddings, private celebrations and special occasions.
- Corporate events, festivals and promotional filming.
- Thermal imaging and aerial inspections.

- Drone mapping, photogrammetry and 3D modelling.
- 360° aerial and ground photography, video and virtual tours.
- Construction progress monitoring.
- Commercial advertising and social media content.

The specific services, deliverables and usage rights included in each project will be detailed in the relevant quotation or agreement.

3. Copyright, Ownership & Intellectual Property

Unless otherwise expressly agreed in writing, Marshalls Drone Services Ltd retains copyright and intellectual property rights in all original photographs, video footage, aerial imagery, 360° recordings, edited productions and other creative content produced by the company.

This includes:

- Original RAW video recordings and camera files.
- Unedited photographs and video footage.
- Professionally edited photographs and completed videos.
- Drone photography and aerial filming.
- 360° photographs and video recordings.
- Original promotional and commercial video productions.
- Original creative content incorporated into client projects.

Where subcontractors, freelance photographers, videographers or third-party content providers contribute material, copyright ownership will be determined by applicable law and the relevant agreements.

Payment for our services does not automatically transfer copyright or intellectual property ownership to the client.

Clients purchase the agreed services, completed deliverables and associated usage rights rather than unrestricted ownership of all material produced during a project.

Any transfer of copyright, exclusive licence or additional usage rights must be expressly agreed in writing.

Nothing in this policy overrides applicable statutory rights.

4. Promotional and Marketing Usage

Marshalls Drone Services Ltd reserves the right to use photographs, videos and other visual content produced during its operations for legitimate business promotion and marketing, where permitted by law and the applicable client agreement.

Promotional use may include:

- Displaying completed work on our company website.
- Publishing photographs and videos on Facebook, Instagram, LinkedIn, YouTube and other social media platforms.

- Creating promotional videos and advertising campaigns.
- Displaying projects in professional portfolios.
- Producing printed brochures, leaflets and marketing materials.
- Using footage in business presentations, exhibitions and networking events.
- Publishing commercial case studies and examples of completed projects.

Material may be edited, cropped, resized or incorporated into other promotional productions where the necessary rights and permissions exist.

For commercial projects, our standard intention is to retain the ability to showcase suitable, non-confidential footage and photographs demonstrating our services.

Such use will be subject to the terms agreed with the client, applicable confidentiality requirements and data protection legislation.

For weddings, private celebrations and other privately commissioned filming, appropriate permission will be obtained before the material is publicly used for our own promotional purposes.

Where photographs or video recordings contain identifiable individuals, we will ensure there is an appropriate lawful basis for the proposed use and obtain any permissions required by law.

Clients requiring confidentiality or additional restrictions on the promotional use of their project should discuss these requirements before confirming their booking.

Copyright ownership does not remove the privacy rights of clients, guests or other individuals appearing in recorded material.

5. Client Usage Rights

Clients are granted permission to use the completed photographs, videos and other agreed deliverables for the purposes specified in their quotation or contract.

For personal projects, including weddings and private celebrations, these rights will normally permit personal viewing, downloading, sharing with family and friends, and non-commercial social media use.

Commercial clients may use delivered content for the business purposes agreed in their contract, including websites, social media, advertising and other authorised communications.

Unless otherwise agreed in writing, clients must not:

- Claim copyright ownership of material belonging to Marshalls Drone Services Ltd.
- Sell or license our copyrighted material to third parties without authorisation.
- Use content beyond the terms of their agreed licence.
- Represent our original footage or photography as their own copyrighted work.

Additional commercial rights, copyright transfers or exclusive licences may be arranged separately.

These conditions do not restrict activities otherwise permitted by applicable copyright legislation.

6. RAW Footage, Original Files & Additional Charges

All RAW footage, original camera files, unedited photographs and source media remain the intellectual property of Marshalls Drone Services Ltd, subject to applicable copyright law and any separately agreed rights.

RAW footage and original files are **not included in our standard photography, videography or drone service packages unless expressly stated in the agreed quotation or contract.**

Clients requesting original or unedited material will be charged an additional fee.

The following conditions apply:

1. RAW footage and original files must be requested separately unless already included in the contracted services.
2. Additional charges will be based on the quantity of material, file sizes, preparation requirements, processing time and delivery method.
3. A quotation will be provided for approval before any additional chargeable work is undertaken.
4. Payment must be received before the release of chargeable original media unless alternative payment arrangements have been agreed.
5. RAW footage is supplied in its original or otherwise agreed format and may not include colour correction, editing, stabilisation, sound processing or other enhancements.
6. Original media will only be supplied where the files remain available and their release is legally and contractually permitted.
7. Material containing confidential information, third-party content or identifiable individuals may require additional permissions or restrictions.
8. The purchase of RAW footage does not transfer copyright or grant unrestricted commercial rights unless expressly agreed in writing.

Project editing files, software configurations, proprietary templates and licensed third-party material are excluded unless specifically agreed.

Marshalls Drone Services Ltd does not guarantee indefinite storage or future availability of original footage.

Clients are encouraged to request RAW footage at the time of booking or as soon as possible after project completion.

These commercial charges relate to the purchase of additional production deliverables. They do not restrict statutory rights to access personal information under UK GDPR. Requests made under those rights will be considered separately and will normally be handled without charge.

7. Photography, Filming Permissions & Consent

Marshall's Drone Services Ltd aims to ensure that all photography and filming activities are undertaken responsibly and with appropriate permissions.

Where necessary, we obtain permission from property owners, event organisers, site managers or other authorised representatives before conducting operations.

Clients are responsible for informing us of any known filming restrictions, confidentiality requirements, safeguarding concerns or individuals who must not be recorded.

Where recordings contain identifiable individuals, we will process personal information in accordance with applicable UK data protection legislation.

Where appropriate, information about filming may be provided through event notices, signage, direct communication or other suitable arrangements.

Consent will be obtained where required. In other circumstances, recording may be undertaken using another appropriate lawful basis.

Permission to undertake photography or filming does not automatically authorise unrestricted publication or distribution of the resulting material.

8. Weddings, Private Events & Celebrations

When filming weddings, private events and celebrations, we recognise the importance of respecting the privacy of clients, their families and guests.

Photography and video recordings are primarily captured to fulfil the services commissioned.

Clients should inform us before filming of any particular individuals, locations or activities that must not be recorded.

We will take reasonable steps to accommodate these requests, although complete exclusion may not always be possible during wide-angle filming or crowded events.

Marshall's Drone Services Ltd retains copyright in the original photographs and footage produced during these events, subject to any separate agreement or third-party rights.

However, material commissioned for private and domestic purposes will not be publicly displayed or used for our own promotional activities without the appropriate permission of the commissioning client.

Any additional permissions required from identifiable individuals will also be addressed where applicable.

9. Photography and Filming Involving Children

We take particular care when filming or photographing children.

Where projects involve schools, youth organisations, weddings or family events, we will work with the relevant organisers to establish suitable filming arrangements.

Appropriate permissions will be obtained where necessary, taking account of safeguarding requirements, the child's age and understanding, and applicable data protection legislation.

Photographs and videos featuring identifiable children will not knowingly be used for unrelated promotional purposes without an appropriate lawful basis and any necessary permissions.

We respect reasonable safeguarding restrictions and will take appropriate steps to protect children's privacy.

10. Commercial Projects & Client Confidentiality

We recognise that commercial projects may involve confidential information, sensitive locations or commercially valuable data.

This may include:

- Commercial roof and building surveys.
- Infrastructure and construction inspections.
- Industrial facilities and restricted sites.
- Mapping, photogrammetry and 3D modelling.
- Commercial promotional filming.
- Confidential business activities or client information.

Marshall's Drone Services Ltd retains the applicable copyright in original media produced during these projects, unless otherwise agreed in writing.

We reserve the right to showcase suitable non-confidential material for promotional purposes, where permitted under the relevant contract and applicable law.

Where a Non-Disclosure Agreement (NDA) or confidentiality agreement applies, its restrictions will take precedence over our standard promotional arrangements.

We will not knowingly disclose confidential information or publish restricted project material without appropriate authorisation.

Clients should identify specific confidentiality requirements before work commences.

11. Editing, Production & Final Deliverables

Our photography and videography services may include professional editing, colour grading, audio processing, image adjustments and other post-production work.

The level of editing, delivery format, number of completed files and any agreed revisions will be detailed in the client's quotation or contract.

Unless otherwise agreed, our standard services include the specified completed deliverables rather than every photograph or recording captured during the project.

Additional editing, alternative versions, changes outside the agreed scope or requests for original media may incur additional charges.

Any additional costs will be discussed and agreed before the work is undertaken.

Marshalls Drone Services Ltd retains professional discretion over the editing and production techniques used to deliver the agreed results, subject to the agreed contractual requirements.

12. Storage, Retention & Security of Recorded Material

We take reasonable technical and organisational measures to protect photographs, video recordings and project information against unauthorised access, loss, damage or inappropriate disclosure.

Files may be stored using secure business equipment, digital storage systems and authorised cloud-based services.

Recorded material will be retained in accordance with our Privacy Policy, applicable contractual requirements and legal obligations.

Marshalls Drone Services Ltd does not provide unlimited or indefinite storage of completed projects or original footage.

Once material is no longer required, it may be securely deleted in accordance with our retention procedures.

We cannot guarantee recovery or replacement of files that have been legitimately deleted.

Clients are responsible for maintaining their own backups of delivered photographs, videos and other completed material.

13. Third-Party Content, Music & Licensing

Some video productions may incorporate music, graphics, logos or other material owned by third parties.

These elements remain subject to their respective copyright and licensing arrangements.

Where appropriate, Marshalls Drone Services Ltd uses licensed music and other authorised content.

Clients must not assume that third-party material included in a completed production can be extracted, modified or reused for unrelated purposes.

Any additional licensing requirements or associated costs will be discussed where necessary.

14. Subcontractors & Production Partners

Marshall's Drone Services Ltd may work alongside professional photographers, videographers, editors, drone operators and other authorised production partners.

Where appropriate, relevant project information and media may be shared with these parties to fulfil the agreed services.

We will apply suitable contractual, confidentiality and data protection arrangements.

Copyright and usage rights relating to subcontractor-produced content will be determined by the relevant agreements.

Subcontractors are not automatically authorised to publish confidential client material or use project footage for their own promotional purposes.

15. Drone Operations & Filming Limitations

All drone photography and filming is undertaken in accordance with applicable UK aviation legislation and Civil Aviation Authority requirements.

Operational considerations may include airspace restrictions, weather conditions, site permissions, public safety, equipment capabilities and other relevant risks.

Marshall's Drone Services Ltd retains responsibility for determining whether a drone operation can be conducted safely and legally.

Client requests do not override aviation regulations, operational authorisation conditions or safety procedures.

Where conditions prevent particular footage from being captured, we will discuss suitable alternatives in accordance with the relevant contract.

16. Privacy Rights & Requests Regarding Recorded Material

We respect the privacy rights of individuals who may appear in photographs, video recordings or other media.

Requests concerning access to personal information, correction, deletion, restriction of processing or objections to particular uses will be considered in accordance with applicable UK data protection legislation.

Where processing relies on consent, individuals may withdraw that consent.

Withdrawal does not automatically affect processing that was lawful before consent was withdrawn.

We may also need to consider contractual obligations, applicable legal exemptions and the rights of other individuals.

Requests concerning personal information should be directed to our Privacy Contact using the details below.

17. Complaints & Concerns

We take concerns about photography, video recordings, copyright, privacy and the use of client material seriously.

Anyone wishing to raise a concern may contact Marshalls Drone Services Ltd.

We will review the circumstances and respond in accordance with applicable contractual and legal requirements.

Where a concern relates to personal information, individuals also have the right to raise a complaint with the Information Commissioner's Office.

Information Commissioner's Office (ICO)

Website: <https://ico.org.uk>

Telephone: 0303 123 1113

18. Policy Acceptance & Contractual Arrangements

This policy explains the standard approach adopted by Marshalls Drone Services Ltd regarding copyright, footage ownership, usage rights, promotional activities and original media.

Where incorporated into a quotation, booking agreement or service contract, its applicable provisions form part of the agreed terms.

Any project-specific conditions expressly agreed in writing will take precedence where they conflict with this policy.

Clients acknowledge that commissioning photography, videography or drone services does not automatically transfer copyright or ownership of original recorded material.

Clients receive the agreed final deliverables and associated usage rights.

RAW footage, original camera files and unedited material remain separate, chargeable deliverables unless expressly included in the agreed contract.

Promotional use remains subject to applicable privacy legislation, contractual restrictions and any legally required permissions.

Acceptance of the service terms does not constitute automatic consent from every individual who may appear in recorded material.

Nothing in this policy excludes or restricts statutory consumer, privacy, data protection or other legal rights.

19. Changes to This Policy

Marshalls Drone Services Ltd reserves the right to review and update this policy to reflect changes in legislation, regulatory guidance or business practices.

Updated versions will be published on our website.

Any changes affecting existing bookings or contractual arrangements will remain subject to the terms originally agreed and applicable consumer protection legislation.

20. Contact Information

For enquiries relating to photography permissions, copyright, footage usage, RAW footage purchases or privacy concerns, please contact:

Marshalls Drone Services Ltd

Based in Medway, Kent, United Kingdom

Privacy Contact: Michael Marshall

Email: lifefromabove@marshallsdroneservices.com

Telephone: 01634 957699

Mobile: 07369 282889

Website: <https://www.marshallsdroneservices.com>

21. Copyright, Promotional Usage & RAW Footage – Final Statement

Unless otherwise expressly agreed in writing, **all original photography, video recordings, aerial footage, 360° imagery and other creative content produced by Marshalls Drone Services Ltd remain the intellectual property of the company**, subject to applicable copyright law and any existing third-party rights.

Payment for our services does not automatically transfer copyright ownership or provide unrestricted access to original recorded material.

Marshalls Drone Services Ltd reserves the right to use suitable photographs, video recordings and other content for legitimate business promotion, advertising, social media, website portfolios, marketing materials and professional case studies, subject to applicable privacy legislation, confidentiality agreements, contractual restrictions and any necessary permissions.

For weddings, private celebrations and other privately commissioned projects, appropriate permission will be obtained before material is publicly used for promotional purposes.

Clients receive the completed photographs, videos and other deliverables specified in their agreed quotation or contract, together with the associated usage rights.

RAW footage, unedited photographs, original camera recordings and source files are not included in our standard service packages unless expressly stated in writing.

Requests for these original files are subject to an additional agreed fee, availability and applicable legal or contractual restrictions.

The purchase of original footage does not automatically transfer copyright ownership.

Any commercial charges for original media are separate from, and do not restrict, an individual's statutory data protection rights.

By accepting our service terms, clients acknowledge these copyright, ownership and usage arrangements, subject to applicable consumer protection legislation and individual privacy rights.

MARSHALLS DRONE SERVICES LTD

Professional Drone Surveys, Inspections, Aerial Photography & Videography

LIFE FROM ABOVE

PHOTOGRAPHY, VIDEO CONSENT, COPYRIGHT & USAGE POLICY

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