

A SIMPLE CHECKLIST TO

# PHOTO PERMANENCE

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Knowing what to look for in a cloud storage provider isn't always easy, but when it comes to your photos, it's best to check out the terms and conditions!

*Here's what you need to know upfront:*

## 1. COPYRIGHT

Who owns your photo? If you upload it to your cloud storage service provider, will ownership transfer, or is it still yours?

## 2. PERMANENCE

How secure are your files, really? Can your cloud service shut down your account at any time, for any reason, or do you always have the right to access your photos?

## 3. LICENSING

What will your photos be used for? Can this cloud service market your photos for any purpose in perpetuity, or do you have the right to say NO to unwanted campaigns?

## 4. TRANSFERABILITY

What happens in the event you can't care for your photos anymore? Does your cloud service give you an opportunity to designate an account manager, or will they shut it down, no questions asked?

## 5. MODIFYING TERMS OF SERVICE

Can your cloud service change their terms of service on you at any time? And will they give you a heads up notice, or are you responsible for finding out yourself?

