

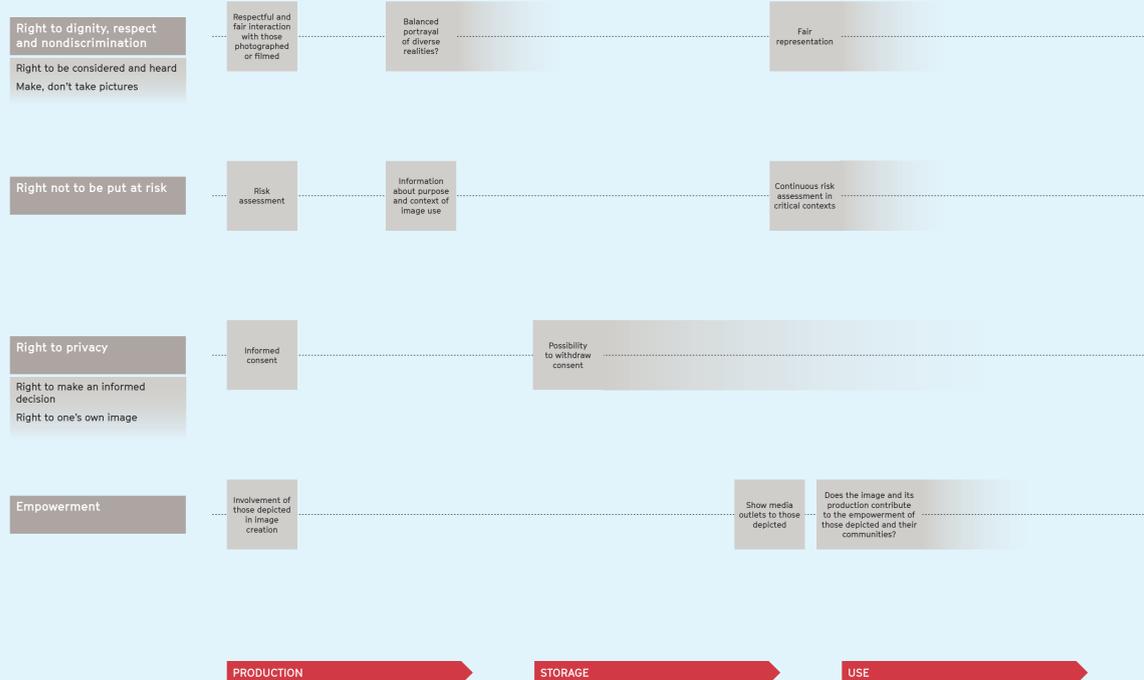
# WHAT IS A FAIR PICTURE?

«If I were the subject of this picture, would I want to see it published?»

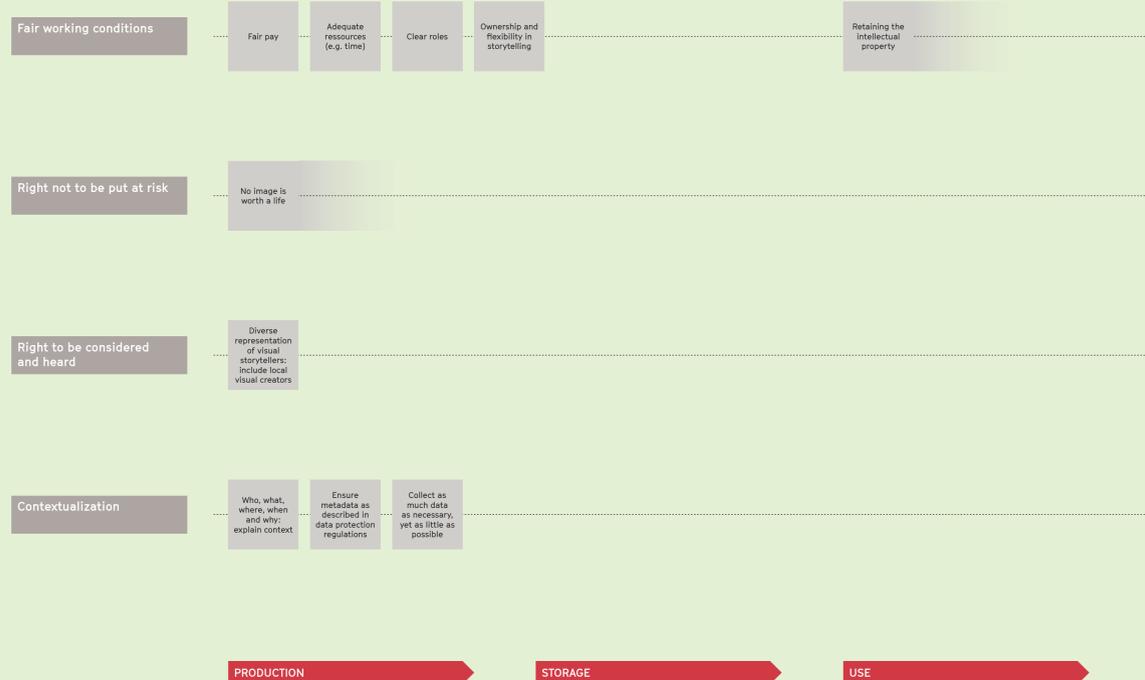
A fair picture does justice to everyone: the visual creators, the people depicted, the public and the mission of the clients

Working with local visual creators makes all of this easier

## People Pictured – «The ones who contribute the image»



## Visual Creators – «The ones who make the image»



## Clients – «The ones who use the image»



## Public – «The ones who consume the image»

