



W I L D E R N E S S

HOW WE SHARE

THE WILDERNESS EXPERIENCE

Wilderness is one of Africa's leading conservation and hospitality companies, and as a full-service Destination Management Company (DMC) we can tailor and facilitate your safari experience from start to finish. We love to share these experiences with you and our partners who help facilitate them. We love it even more when you share them with friends, colleagues, and loved ones.

To help us maintain the highest standards, as well as create a collective understanding of how these experiences can be shared with the world, we have created this document to answer any questions on how Wilderness photos, videos, content and collateral are allowed to be used.

Can I use photos of Wilderness camps on my website dedicated to a specific Wilderness camp?

Yes, please ensure that your page title includes Wilderness **[camp name]**.

Can I use photos of Wilderness on my website focusing on a specific region or country?

Yes, please ensure that you credit the specific photo to Wilderness

Can I remove the Wilderness branding from videos and social reels?

No

Can I use sections of content taken from videos and social reels?

Sections can be used, but they must include Wilderness branding.

Can I embed Wilderness videos on my website?

Yes, embedding Wilderness videos is allowed, but please ensure the video player includes Wilderness branding or if the video is from YouTube, it is linked back to the Wilderness YouTube Channel @ [wearewilderness](https://www.youtube.com/wearewilderness).

May I print Wilderness photos for commercial use?

Images are not allowed to be printed without Wilderness' permission.

May I resell Wilderness' photo?

No, all Wilderness content is owned by Wilderness and its photographers, and protected by South African and international copyright laws.

May I reshare Wilderness blogs, press releases and articles?

Yes, with permission from Wilderness. When permission has been received, a link to the original content on the Wilderness website is required, with credit to Wilderness and the author. To request permission, please email our Content Creation Team at [\[news@wildernessdestinations.com\]](mailto:news@wildernessdestinations.com).

Can I modify Wilderness photos or videos (e.g., adding text, filters, or altering the image)?

No, any modification of Wilderness photos or videos is not allowed without prior written consent from Wilderness.

Can I use Wilderness photos or videos in presentations (e.g., for conferences, seminars, or internal training)?

Yes, but please ensure that the presentation credits Wilderness and includes the specific photo or video credit where applicable.

Can I create derivative works (e.g., paintings, sketches, or digital art) based on Wilderness photos or videos?

No, creating derivative works based on Wilderness photos or videos is prohibited without prior written consent from Wilderness.

Can I use Wilderness photos or videos in educational content (e.g., textbooks, online courses, or academic publications)?

Yes, but prior written permission from Wilderness is required, and proper credit must be given to Wilderness and the specific photographer or videographer.

Can I collaborate with Wilderness on custom photography or videography projects?

Yes, we welcome and will consider collaborative opportunities. Please get in touch with our Head of Trade Marketing **[CarelL@wildernessdestinations.com]** to discuss potential projects.

Can I use Wilderness photos or videos in my marketing materials (e.g., brochures, flyers, advertisements)?

No, using Wilderness photos or videos in marketing materials without explicit written permission from Wilderness is prohibited.

What are the consequences of violating Wilderness' intellectual property policies?

Unauthorised use of Wilderness photos or videos will be reviewed, and may result in legal action and penalties.

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