

# Urban Pet<sub>Rx</sub>

## Photographic/Video

### Release & Authorization for Marketing

I, the undersigned, hereby agree to this Video and Photographic Release and Authorization for Marketing (“Release”). I voluntarily authorize Urban Pet<sub>Rx</sub> to video and audio record and photograph me and my pet in any manner and to disclose and use video and audio recordings and photographs of me, my first and last names, age, and profession (collectively “Media-Related Information”) for marketing purposes on social media, including Facebook, Instagram, Twitter, YouTube, Medium, and the website of Urban Pet<sub>Rx</sub> (collectively “Social Media”).

I acknowledge and agree that I may revoke this authorization at any time by notifying Urban Pet<sub>Rx</sub> in writing. However, once the Media-Related Information is published on Social Media, Urban Pet<sub>Rx</sub> has no control over subsequent third-party redisclosure; thus, the Media-Related Information cannot ever be completely removed from Social Media or the Internet generally. This means that even if I revoke this consent, Urban Pet<sub>Rx</sub> will be unable to completely remove the Media-Related Information. Such revocation will only apply to future disclosures.

I further acknowledge and agree that I will not receive compensation for signing this document, being video and audio recorded or photographed, or for any use of the Media-Related Information; that I have no right to inspect or approve the Media-Related Information prior to its disclosure on Social Media; and that after I sign this document, the Media-Related Information will no longer be protected by medical privacy laws.

I hereby grant Urban Pet<sub>Rx</sub> the right and permission to use the Media-Related Information to reproduce, edit, exhibit, project, display, copyright, publish, in whole or part, on Social Media. I hereby indemnify Urban Pet<sub>Rx</sub> against any damages, losses, liabilities, judgments, costs, or expenses (including reasonable attorney fees and costs) arising from any third-party claims that relate to the of the Media-Related Information.

*By signing this document, I understand that the Media-Related Information will no longer be protected privacy laws or protected from redisclosure without my consent, and the entirety of this document is accurate and correct.*

\_\_\_\_\_  
Address

\_\_\_\_\_  
Email

\_\_\_\_\_  
Pet Name

\_\_\_\_\_  
Print Owner/Agent Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

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