

**Application to film/photograph at Blue Lagoon**

*Please use print letters and ensure readability:*

---

Name (photographer/filmmaker)

---

Name of Publication/Firm

---

Street Address

---

City

Area Code

Country

---

E-Mail

Telephone

The photographs/films are taken for the purpose of: (If they are taken for advertising purposes, please state what kind of products/services will be advertised).

---

The photographs/films will appear in the following media: (Please also state in what countries). **Please be specific and list the media names.**

---

When will the photographs/ films be released and for how long time will they be used?

---

Please note that photographs/films taken at Blue Lagoon can **not** be used for the following categories: cosmetics, skin care, perfumes, hair care, make-up, spa and health care facilities and products, cigarettes and alcohol.

It is **not** allowed to take pornographic images and/or images for pornographic media. Nude and bare breast female models are not allowed. Males are required to wear swimming trunks. Female models are required to wear bathing suits.

This permit only applies to the project defined above. The photographs/films cannot be used for any other purposes. **The Blue Lagoon shall always be referred to by its true name and its true location. It is not permitted to change the landscape of the Blue Lagoon nor the landscape around it by tampering with photographs/films taken there. The photographer/filmmaker shall in all matters respect the Blue Lagoon's image right and not do anything that could infringe it.**

The photographer/filmmaker shall compensate the Blue Lagoon Ltd. for any use which is contrary to the permitted use as stated above. Minimal compensation fee shall be EUR 100.000). The photographer/filmmaker shall also reimburse Blue Lagoon Ltd. all cost arising from necessary actions to prevent or stop unlawful use of the photographs/films taken at the Blue Lagoon, including all legal fees.

Should the photographer/filmmaker wish to use the photographs/films taken at the Blue Lagoon for other purposes than the project stated above, he or she may only do so upon receiving a prior written permission from Blue Lagoon Ltd.

The photographer/filmmaker shall take all photographs/films at the opening hours of the Blue Lagoon. The photographer/filmmaker shall pay a location fee of EUR 1000,-. The fee covers one day. The location fee is in addition to the Blue Lagoon's entrance fee for models and other staff entering the lagoon at EUR 23 person. Regular rental prices will be charged for rental of towels, bathing suits, and bathrobes. The fees shall be paid before photographer/filmmaker begins his/hers work at the Blue Lagoon.

The photographer/filmmaker will use reasonable care to prevent damage to the Blue Lagoon, and will indemnify the owner and all other parties lawfully in possession of the Blue Lagoon, and hold each of them harmless from and against any and all claims, demands, suits, actions, judgments, damages, costs, losses, expenses and other liabilities to the extent arising from, in connection with or related in any way to, directly or indirectly, any act of negligence or willful misconduct by the photographer/filmmaker, the models or other staff or persons present at the responsibility of the photographer/filmmaker.

The photographer/filmmaker shall compensate the Blue Lagoon Ltd. and all other parties lawfully in possession of the Blue Lagoon, for any damage to the Blue Lagoon related in any way to, directly or indirectly, any act of negligence or willful misconduct of the photographer/filmmaker, the models, other staff or persons present at the responsibility of the photographer/filmmaker. Minimal compensation fee for any such damage shall be ISK 100.000. The extent of the damage and the appropriate compensation fee shall be appraised at the Blue Lagoon Ltd discretion and the photographer/filmmaker shall abide to and pay damages in accordance to such appraisal.

The photographer/filmmaker shall make necessary arrangements not to interrupt daily operation on the location and will be considerate of Blue Lagoons Ltd's customers. This permit does not grant the right to the photographer/filmmaker to take pictures/films of the Blue Lagoon Ltd's customers without their prior consent. Should the Blue Lagoon Ltd's representatives find out that the photographer/filmmaker is in breach of this provisions, they shall have a right to expel the photographer/filmmaker and his/hers agents and employees of the Blue Lagoon Ltd's premises.

The photographer/filmmaker can not assign any third party this permit, without the Blue Lagoon Ltd's prior written consent. Should the photographer/filmmaker assign the photographs/films that he/she takes at the Blue Lagoon premises to any third party, the photographer/filmmaker is obligated to inform such third party on all requirements according to this agreement, incl. requirements regarding permitted usage of the photographs/films, and the third party's liability towards the Blue Lagoon Ltd. in case of infringement of this agreement. If the photographer/filmmaker can not establish that he/she has done so, the photographer/filmmaker shall hold the Blue Lagoon Ltd. harmless for any violation of this agreement.

By signing this agreement they photographer/filmmaker confirms that he/she accepts and has understood the information above and provided correct information. The photographer/filmmaker also confirms that he/she has the authority to enter into this agreement.



The photographer/filmmaker shall provide the Blue Lagoon Ltd with a copy of his/hers Drivers License, Passport or any other sufficient Personal Identification.

Day\_\_\_\_\_Month\_\_\_\_\_ Year

\_\_\_\_\_  
Photographer/filmmaker

\_\_\_\_\_  
On behalf of Blue Lagoon Ltd.

Passport No:  
Drivers License No:  
Kennitala: