Creative asset licence verification log

Track whether assets are permitted for the intended client use.

Three steps

1. Identify each third-party asset
2. Read the applicable licence
3. Store proof and restrictions

A worked example

Asset	Stock photo
Source	Provider
Licence checked	Yes
Intended use	Website
Evidence	Receipt

Keep the licence evidence alongside the asset.

Licences vary; do not assume all assets allow redistribution.

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Use one row per item or decision. Start with what you know.

Asset	Source	Licence checked	Intended use	Evidence

My next action / when