

Portfolio and Case Study Use Policy

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Purpose

This policy explains when F-Stop Creative may refer to work it has created for clients in its own marketing, portfolio, case studies and credentials materials.

Default position

Unless a client agreement, NDA, written instruction or sensitivity restriction says otherwise, F-Stop Creative may use, reproduce, display and discuss work it has created for its own promotional and business development purposes.

This may include website portfolio pages, social media posts, pitch decks, credentials documents, award submissions, presentations, case studies and internal training.

What may be used

- Client name and publicly available brand/logo, where appropriate.
- Project title, sector and general project description.
- Final designs, mock-ups, screenshots, campaign assets, social posts, video stills, brand concepts, website pages and launch visuals.
- Publicly launched work or work already shared by the client.
- Anonymised or redacted descriptions where the client or project is sensitive.

Confidential or sensitive material

F-Stop Creative will not intentionally publish confidential commercial information, unpublished strategies, private financial data, personal data, sensitive internal documents or non-public client material without appropriate permission.

If a project is confidential or should not be used in marketing, the client should tell F-Stop Creative in writing before the project starts or as soon as the sensitivity becomes known.

Client opt-out or approval route

A client may request that specific work is not used for portfolio or case study purposes. F-Stop Creative will consider the request and apply reasonable restrictions where commercially and legally appropriate.

For more detailed case studies, quotes, metrics or results, F-Stop Creative should seek specific approval before publication.

No transfer of client confidential rights

Portfolio use does not transfer ownership of client confidential information, trade marks or underlying third-party materials. It is a limited use for F-Stop Creative's own marketing and professional record-keeping.