



Press Release

Pixsy and Cherrydeck partner to protect photographers on Instagram

California, November 28, 2019 - Pixsy and Cherrydeck partner to bring robust image monitoring and copyright protection to professional photographers on Instagram. Many photographers leverage Instagram to build their brands and find commercial clients. This partnership gives photographers the power to share and promote their work whilst maintaining their intellectual property rights.

Cherrydeck is the leading platform for professional photographers and videographers to use their Instagram profiles to grow and accelerate their business. With over 55,000 users worldwide, the platform connects brands to curated professionals for the creation of custom content. Founded in Hamburg, Germany, Cherrydeck works with brands such as Vanity Fair, BMW, Nike, Coca Cola, Vogue, Dior and more.

"We think Instagram is great, but it's broken and full of stuff that doesn't matter. Our mission is to empower the creative community. We transform the way photographers, videographers and models connect amongst themselves and with businesses - making it easy for everyone to find and collaborate." Says Cherrydeck CEO, Philipp Baumgaertel.

Pixsy's seamless integration with Instagram will allow Cherrydeck photographers to have their images protected online with Pixsy's award-winning image monitoring service. Images posted on Instagram will be monitored 24/7 across the platform and the internet overall, delivering alerts whenever an image is used. Pixsy offers unique tools and services to deal with unauthorized uses of their work, including global takedown notices and copyright infringement enforcement.

"It's important for photographers to decide where and how their work is used online. We give them the tools and confidence to help them grow their brand and business. Copyright infringement is widespread, so it's our mission to fight for the rights of artists and turn back the tide of unauthorized image uses. Access to legal support should not be complicated or expensive, which is why we resolve cases globally on a no win, no fee basis," says Pixsy CEO, Kain Jones.

Pixsy is the only service on the market that integrates seamlessly with Instagram to automatically monitor images. When a copyright infringement is detected by Pixsy, the photographer is alerted and can then decide what action to take. Photographers have

access to a comprehensive case resolution service to recover lost licensing revenue and damages, along with the tools to register images with the US Copyright Office and send automated DMCA takedown notices.

Partnering with an international network of law firms, Pixsy works on a no win, no fee basis. To date, Pixsy has handled over 80,000 cases of copyright infringement, returning millions of dollars to the creative industries.

Cherrydeck users receive a special partnership offer at Pixsy starting from today.

About Pixsy:

Founded by photographers in 2014 to fight for the rights of artists and photographers, Pixsy is an award-winning legal-tech service for online image protection and copyright enforcement. Actively protecting the images of photographers, agencies, artists, and illustrators, their pioneering AI-powered solution has uncovered more than 250 million matches. This 24/7 image monitoring solution is coupled with an expert case resolution service which recovers lost revenue for creatives. Pixsy partners with 26 law firms across the world and has handled 80,000 copyright infringement cases.

www.pixsy.com

About Cherrydeck:

Cherrydeck is a global marketing platform for creatives. Founded in 2018, they have helped thousands of photographers and creatives acquire more clients and present their work professionally online. Cherrydeck members benefit from access to a suite of marketing tools specifically tailored to creatives, as well as connections to high-quality pre-selected brands who are looking for collaborations. With over 55,000 members worldwide, Cherrydeck is one of the most important communities for professional creatives to be a part of.

www.cherrydeck.com

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