



CREATING & SHARING CONTENT AT GLASTONBURY

A simple guide for Festival-goers, creators, brands and agencies

First and foremost, we hope everyone attending the Festival enjoys living in the moment and experiencing everything the mystical Vale of Avalon has to offer firsthand, however, we understand the desire to make a record of your time at the Festival to look back on, and to share those moments with friends, family and fellow Festival-goers. Photos and short videos taken for your own personal, non-commercial use are absolutely fine.

However, please don't use the Festival, its site, name, imagery or identity to advertise or promote any brand, product, service or paid partnership, or otherwise for commercial benefit, unless the Festival has expressly agreed this with you in writing beforehand.

Why we have this rule

Glastonbury has always tried to keep the Festival as free as possible from overt commercial activity. We choose a small number of official partners carefully, based on what they can contribute to the Festival and its community. A great deal of consideration goes into those relationships, so we protect them by not allowing other brands to create an unofficial commercial presence around the Festival.

What you can do

- Take photos and short videos on a mobile phone or personal camera for your own personal, non-commercial use.
- Share your own Festival memories on personal social media, subject to the Festival's Media Policy and the Terms and Conditions of Entry.

What counts as commercial content?

Commercial content includes content made to promote, market or benefit a brand, product or service, whether or not money changes hands. Examples include:

- sponsored or paid-for posts;
- gifted content, PR invitations and brand trips;
- influencer or creator campaigns;
- brand partnerships, product placement or promotional filming;
- content created for a company's own social channels, advertising or marketing;
- selling, licensing or monetising Festival footage or photography; and

- content that tags, links to or otherwise creates a commercial association between a third-party brand and Glastonbury.

This applies before, during and after the Festival

Please do not create or use unauthorised commercial content connected with Glastonbury at any time - before the gates open, while the Festival is taking place, or afterwards. The rule applies whether the content was captured on the Festival Site or uses the Festival commercially in another way.

In particular, please do not use Glastonbury's name, logos or other protected Festival features to promote a third-party brand, and do not create commercial content using AI-generated or digitally recreated versions of the Festival Site or recognisable Festival features. Festival IP includes Glastonbury, Glasto, Glastonbury Festival, Worthy Farm, the Festival logo, the Pyramid Stage and the Ribbon Tower.

A note for creators, influencers, brands and agencies

If a post or piece of content would need to be labelled as an advert, gifted content, a PR invite or another commercial relationship, it should not be made in connection with the Festival or its trademarks, unless GFEL has expressly approved it in writing in advance. The same applies if a brand or agency has briefed, commissioned or encouraged the content. It is your responsibility to verify that the Festival has authorised this use.

If we see unauthorised commercial content

We will normally contact the person or organisation responsible and ask for the content to be immediately taken down. We hope that resolves things quickly. If the content is not removed, we reserve the right to take further action, which may include contacting the relevant platform, seeking a retrospective fee or damages, and using the other rights available to us under the Festival Terms and Conditions and Media Policy, which may ultimately result in your removal from the Festival site.

The formal rules

This guide summarises the Festival's rules in plain English. Entry to the Festival is subject to the Glastonbury Festival 2027 Terms and Conditions of Entry. In particular, clauses 8–10 cover Commercial Activity and Commercial Use, Festival intellectual property, takedowns and related remedies.

The Glastonbury Festival Broadcasting, Media, Online Content, Filming and Photography Policy ("Media Policy") contains the detailed rules on photography, filming, recording, online content and media access. Those documents take precedence over this summary.

Need permission or have a media question?

For filming, broadcast or media-related enquiries, please contact the Glastonbury Festival Press Office at press@glastonburyfestivals.co.uk, or Festival partnerships at partnerships@glastonburyfestivals.co.uk. Commercial activity requires express prior written permission from GFEL.