



News & Types: Real Estate Update

# When a Photo Op Becomes a Lease Oops

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By: Shinya Yamamoto

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Many companies often place building images of their place of business in their “about us” section on platforms introducing themselves. However, did you know that in some cases, if the business is a tenant doing this without prior consent of the landlord, this could be in violation of a provision of a lease? Commercial leases sometimes contain provisions in their rules and regulations requiring tenants to obtain prior consent from the landlord before using photos of their building. This restriction is typically put in place to protect the landlord’s interests, maintain the building’s security, and manage its public image. By controlling the use of images, landlords can prevent unauthorized use that might expose the property to security risks or misrepresent the building in a way that could affect its reputation. Additionally, landlords might want to ensure that any published photos align with the building’s branding and aesthetic standards, preserving a cohesive and professional image in the public eye. Tenants should be mindful and check their lease prior to uploading and placing images of their workplace on their homepages or advertising materials.

*Masuda Funai is a full-service law firm with offices in Chicago, Detroit, Los Angeles, and Schaumburg.*