

# 7 legal mistakes that could cost you *thousands*

*A freelancer and creative's safety check*

## Introduction

As a freelancer or creative, you're focused on your craft. You're a creative, not a lawyer. But are you overlooking critical legal safeguards? Ignoring the “*boring legal stuff*” is how creatives lose time, money, and even their brand names. This 2-minute checklist helps you spot where you might be at risk, and what to do next.

Answer each question honestly. If you say “no” to any, you may be exposed to risk.

## The 7-Step Creative Safety Checklist

### 1. Contracts:

*Do you use written contracts with every client and collaborator?*

Without one, disputes are difficult to resolve and can result in unpaid invoices, project scope creep, and copyright infringement. Clients can ghost you and you'll have no legal way to enforce what was initially agreed (e.g. payment).

### 2. Payment terms:

*Does your contract clearly set out when and how you'll be paid?*

Vague terms = late payments and endless chasing.

### **3. Intellectual Property (IP):**

*Have you registered your trade mark (logo/brand name) and secured ownership of your creative work??*

If not, someone else could register your name and block you from using it.

### **4. Copyright & Usage Rights:**

*Do your contracts make it clear who owns the rights to your designs, content, or work?*

Without this, clients might reuse your work for free, or worse, claim ownership. IP ownership is crucial for creatives.

### **5. Advertising & Social Media Compliance:**

*If you run ads, work with brands, or do influencer deals, do you have clear guidelines for disclosures and compliance?*

Breaching ad rules can damage your reputation and bring legal penalties.

### **6. Data Protection (GDPR):**

*If you collect emails or client data, do you have a privacy policy and GDPR-compliant process?*

Fines for non-compliance can reach into the thousands.

### **7. Dispute & Exit Clauses:**

*Does your contract cover what happens if either party wants to walk away, or if there's a dispute?*

Without this, you're left in limbo if things go wrong.

# Scoring

- **6-7 YES:** Amazing! You're legally secure! Double-checking with a lawyer can give you extra peace of mind.
- **3-5 YES:** You've got some good foundations, but there are serious gaps that could cost you.
- **0-2 YES:** High risk! You're leaving yourself exposed to disputes, lost money, or stolen ideas.

## Next Steps (Your Quick Win)

If you found gaps, you're not alone. Most creatives are exposed without realising it. Most issues can be fixed with a simple review or a contract tweak.

Book a Legal Audit with me. We'll spot your biggest legal blind spots and I'll give you clear, lawyer-approved fixes so you know exactly how to protect your business going forward. Flat fee, no jargon, built for creatives who think ahead.

*Every great brand starts with the right protection. Your brand deserves protection. Let's build on safe ground.*

Auréa Law | The Lawyer for Creatives | Advertising. Contracts. IP.

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