



Attribution Guidelines

These are our attribution guidelines for Google Maps and Google Earth.

All uses of Google Maps and Google Earth content must provide attribution to both Google and our data providers. We do not approve of any use of content without proper attribution, in any circumstance. We require attribution when the content is shown. Requests for exceptions will not be answered or granted.

Only including “Google” or the Google logo is not proper attribution when there are third-party data providers cited with the imagery. Attribution information will appear automatically on the content if you:

- embed an interactive map using the HTML provided on [Google Maps](#);
- use one of our Geo [APIs](#) to create and embed a custom map in your website or application; or
- export a high-res image or .mov file from [Google Earth Pro on desktop](#).

Where can I find the attribution information?

You can find the attribution in the line(s) shown on the bottom of the content in the products along with copyright notices, such as “Map data ©2018 Google”. Note that the exact text of the attribution changes based on geography and content type. The attribution text must be legible to the average viewer or reader.

In Google Maps, you’ll find our data providers listed in the bottom right corner of the map. Here, Google is the data provider:



In [Google Earth Pro on desktop](#), you'll find our data providers listed in the bottom center of the 3D view. Here, DigitalGlobe is the data provider:



Do I need to use the text provided on the imagery?

The automatically generated Google logo and data provider attribution may only be removed or obstructed if reintroduced in a visible form elsewhere within the content (for example, in a photo caption below a Google Earth still). In other words, your text must be as visible as it would have been if you had used the default text that we provide.

What does the attribution text need to say?

If you're not using the text provided directly on Google Maps and Google Earth imagery, the text of your attribution must say the name "Google" and the relevant data provider(s), such as "Map data: Google, DigitalGlobe".

You may customize the style and placement of the attribution text, as long as the text is legible to the average viewer or reader. Note that Google logos cannot be used in-line (for example, "These maps from [Google logo].")

I'd like to use your imagery in my film or television program. Any special rules?



end credits or to fade out after a few seconds.

Please note that in order to use Google Maps and Google Earth imagery in film or on television, you must apply for our free [broadcast license](#). You may customize the style and placement of the attribution text, as long as the text is legible to the average viewer or reader.

I'm filming an actor using Google Earth on a computer, or using Google Maps on a phone. Do I need to add additional attribution information on-screen?

No additional attribution is required on-screen. Just film the product, with attribution already included. Also note that if this is your use case, you don't need to apply for a broadcast license.

I cannot agree to your attribution requirements. Do I have other options?

If you're unwilling to meet our attribution requirements, please contact our data provider(s) directly to inquire about purchasing the rights to the content directly. See above for how to find the names of our data provider(s), listed in-product. We cannot provide contact information, but may we recommend a [Google search](#).

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