

Google Maps & Google Earth

Thanks for considering creative applications of Google Maps, Google Earth, and Street View.

These guidelines are for non-commercial use, except for the limited use cases described below. If you want to use Google Maps, Google Earth, or Street View for other commercial purposes – meaning “for sale or revenue-generating purposes” – please contact the [Google Cloud Customer Team](#).

We created this page to clarify questions we’ve received over the years about using our mapping tools in everything from marketing and promotional materials, films, television programs, books, academic journals, and much more.

Introduction

Generally speaking, as long as you’re following our [Terms of Service](#) and you’re [attributing properly](#), you can use our maps and imagery. In fact, we love seeing creative applications of Google Maps, Google Earth, and Street View.

But we know you’re looking for more specifics to ensure you’re using our maps and imagery correctly. We suggest starting with the general guidelines below as these will apply to all projects. Feel free to click directly to the section that applies to your use:

☰ General
Guidelines



Print



Television &
Film



Web &
Apps



Advertiseme
nts



Street
View



Trademarks



Google

☰: General Guidelines

General Guidelines

Google Maps and Google Earth's "content" (as defined in the [Google Earth/Google Maps Additional Terms of Service](#)) includes everything you'd find in these products: map and terrain data, imagery, business listings, traffic, reviews, and other related information provided by Google, its licensors, and users.

These guidelines cover your use of the content – with one exception. There are some particular guidelines regarding your use of Street View imagery available from both Google Maps and Google Earth. Please read the section below for instructions on how Street View imagery may or may not be used.

Terms of Service

To help you figure out whether your use of the content is acceptable, first read the following documents:

- [Google Terms of Service](#)
- [Google Maps/Google Earth Additional Terms of Service](#)

Your use of the content is first and foremost governed by the licenses above.

Fair use

Apart from any license granted to you by Google, your use of the content may be acceptable under principles of "fair use." Fair use is a concept under copyright law in the U.S. that, generally speaking, permits you to use a copyrighted work in certain ways without obtaining a license from the copyright holder.

There are similar, although generally more limited, concepts in other countries' copyright laws, including a concept known as "fair dealing" in a number of countries. Google can't tell you if your use of the content from our products would be fair use or would be considered fair dealing; these are legal analyses that depend on all of the specific facts of your proposed use. We suggest you speak with an attorney if you have questions regarding fair use of copyrighted works.

Written permission

Due to limited resources and high demand, we're unable to sign any letter or contract

guidance on this page, and attribute the content correctly, feel free to move forward with your project.

Attribution

All uses of the content must provide attribution to both Google and our data providers. We require clear, visible attribution when the content is shown. You may not move the attribution to the end credits or fade it out after a few seconds.

Note that if you (a) [embed a classic map, Street View panorama, or My Map](#); (b) use one of our [APIs](#) on the web or in an application; or (c) use [Google Earth Pro](#), or [Earth Studio](#) on desktop; then the necessary attribution is already baked into the map and no further credit is needed. Learn more about how to properly credit, as well as how to identify providers, on our [attribution guidelines page](#).

If you're unwilling to meet our attribution requirements, contact our data provider(s) directly to inquire about purchasing the rights to use the content directly. You'll find provider contact information listed on their websites.

Personalizing your map

You may annotate our maps with additional information – like points, lines, or labels. In fact, many of our tools have built-in features that make it easy to do just that. For example, [Google My Maps](#) lets you [draw lines and shapes](#) on a Google map. We also offer a [Styling Wizard](#) that allows you to edit the colors of individual map components (for example, changing water to purple), as well as toggle visibility for each component (for example, making roads invisible). If neither of those fit your needs, you may [export an image](#) from Google Earth or Earth Studio to add custom labels or graphics using third-party software.

While we encourage annotations, you must not significantly alter how Google Maps, Google Earth, Earth Studio, or Street View would look online. For example, you're not allowed to make any changes to the colors of the product interface.

For Google Earth and Earth Studio content, you're not allowed to significantly alter our imagery without providing clear context that it's a simulation, projection or fictional content.

Prohibited Conduct

Note that you may not use output from Google Earth, Google Earth Pro and Earth Studio to reconstruct 3D models or create similar content, or to create other content, product(s) or service(s) that may violate our [Terms of Service](#).



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