

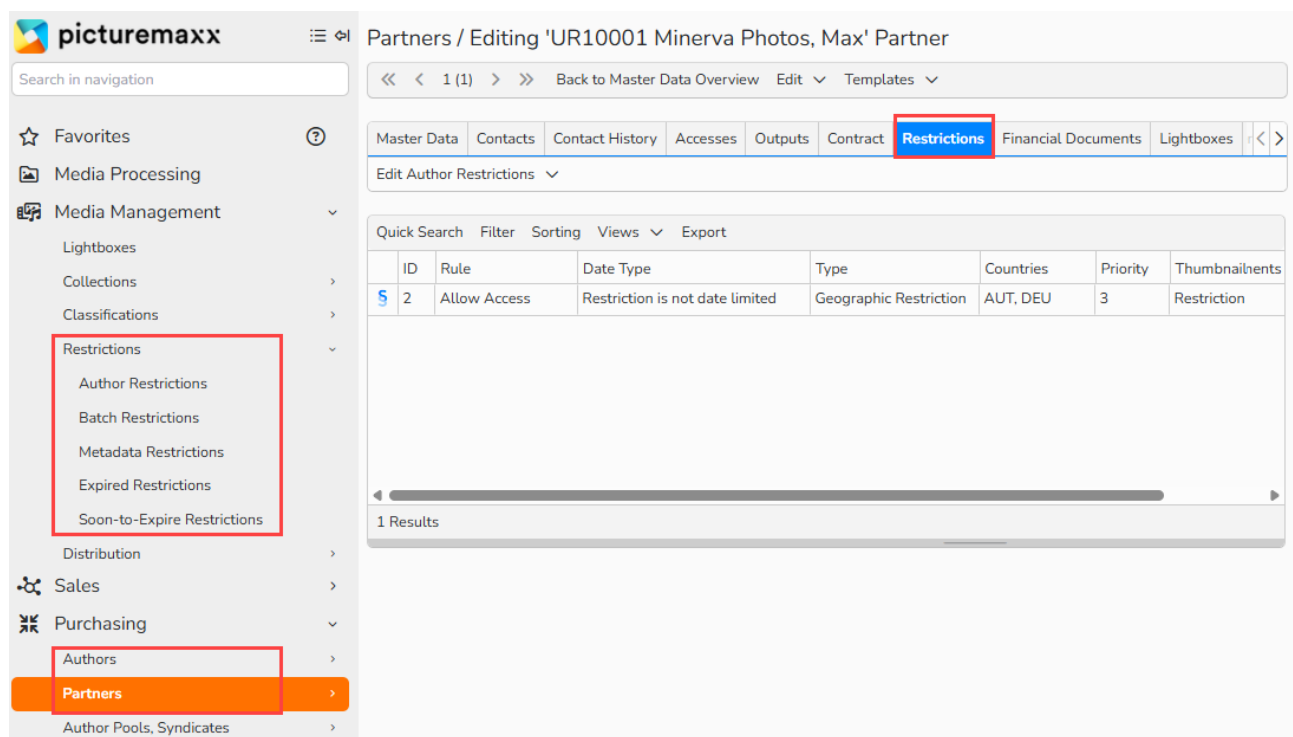
Content Restrictions

Overview

Whether you're sharing your images globally or with a selected group, Backstage gives you full control over what media files are published, where, and for whom.

This guide explains the different restriction types and how to configure them step by step to suit your needs:

- **Author/Partner Restrictions:** Restrict files from a specific media supplier.
- **Batch Restrictions:** Restrict specific files.
- **Metadata Restrictions:** Restrict content based on metadata within your files.



The screenshot shows the 'picturemaxx' interface. On the left is a navigation sidebar with categories like Favorites, Media Processing, Media Management, and Purchasing. The 'Restrictions' option under Media Management is highlighted with a red box. The main content area is titled 'Partners / Editing 'UR10001 Minerva Photos, Max' Partner'. It features a tabbed interface with 'Restrictions' selected and highlighted with a red box. Below the tabs is a table with columns: ID, Rule, Date Type, Type, Countries, Priority, and Thumbnailents. The table contains one row with ID 2, Rule 'Allow Access', Date Type 'Restriction is not date limited', Type 'Geographic Restriction', Countries 'AUT, DEU', Priority 3, and Thumbnailents 'Restriction'. A search bar and filters are visible above the table.

ID	Rule	Date Type	Type	Countries	Priority	Thumbnailents
2	Allow Access	Restriction is not date limited	Geographic Restriction	AUT, DEU	3	Restriction

Available Restrictions: Purchasing Partner > Restrictions tab

These restriction features let you control which users can view and download specific media. You can choose from the following options:

- Time-based restrictions that start and end automatically.
- Different permission types based on countries, individual accesses, or access groups.
- Positive (grant) or negative (restrict) rights.

- A hierarchical structure where higher-priority permissions override lower ones.

Note

Admin-only restriction

If you use the `pm_admin_only` metadata field to apply the **Only for Admins** restrictions to your media files, the files will not appear on the website. These files are only visible to system users in Backstage.

Restricted media files are marked with a lock icon (Only for admins) on their thumbnails. Additionally, their **Restriction** tab displays the message: “This medium is only visible to admins.”

Available restriction features

Set up restrictions when you want to override the standard distribution rights for your media.

Note

Permissions vs Restrictions

To control access precisely, keep permissions general and use restrictions for exceptions.

Permissions grant access by default. You can configure view, download, and watermark permissions individually for every access in the **Accesses** tab of the user master data. You can assign them directly or inherit them from an access group.

Restrictions are used to limit or block access in specific situations, even when permissions are granted in general.

picturemaxx Backstage offers the following restriction features:

Author/Partner Restrictions

- **Purchasing > Authors or Partners > Tab Restrictions**
- **Media Management > Restrictions > Author Restrictions** (view only)

You can set restrictions for each of your media suppliers (Authors, Partners, Author Pools), and the restrictions will be in effect for all of their media.

This is a very broad type of restriction, allowing you to centrally control a supplier’s media distribution.

Use this restriction when your restriction should affect all the media files from a certain supplier.

Example use cases:

- Restrict Agency ABC's media files, so only users from the United Kingdom can access them.
- Restrict Agency X's media files from users in Japan.
- Restrict Bob Smith, so he is only able to access the media files from Agency X.
- Restrict the media files of Agency Y, so they're only available to your "Gold Star" Access Group.

Set up these restrictions in the **Purchasing** module, in the **Restrictions** tab of any media supplier. Any restriction you put in place will affect all files that are tagged with that supplier's Author Code.

The screenshot shows the 'picturemaxx' interface for editing an author. The left sidebar lists various modules, with 'Purchasing' and 'Authors' highlighted. The main content area is titled 'Authors / Editing 'UR10005 Minerva Photos' Author'. A red arrow points to the 'Restrictions' tab in the top navigation bar. Below the tabs, the 'Master Data' section contains fields for 'Number' (UR10005), 'ID' (23), 'Match Code', and 'Author is Active' (with 'Active for Login and Finance' selected). To the right, the 'Sales' section has dropdowns for 'Salesperson 1' (Helen Schmidt (Agency)), 'Salesperson 2' (Select Salesperson >>), and 'Salesperson 3' (Select Salesperson >>). At the bottom, there are expandable sections for 'Address Data', 'Author Search', 'Comments', 'Communication', and 'Finance Data'.

Author master data > Restrictions tab

Important

Author Restrictions: Always Start Here

Author Restriction is fundamental and should be the first type of restriction you consider and put in place when setting up your Backstage.

Don't use a Batch Restriction when an Author Restriction will do.

Learn how to set up this feature in [Define Author/Partner restriction](#).

Batch Restrictions

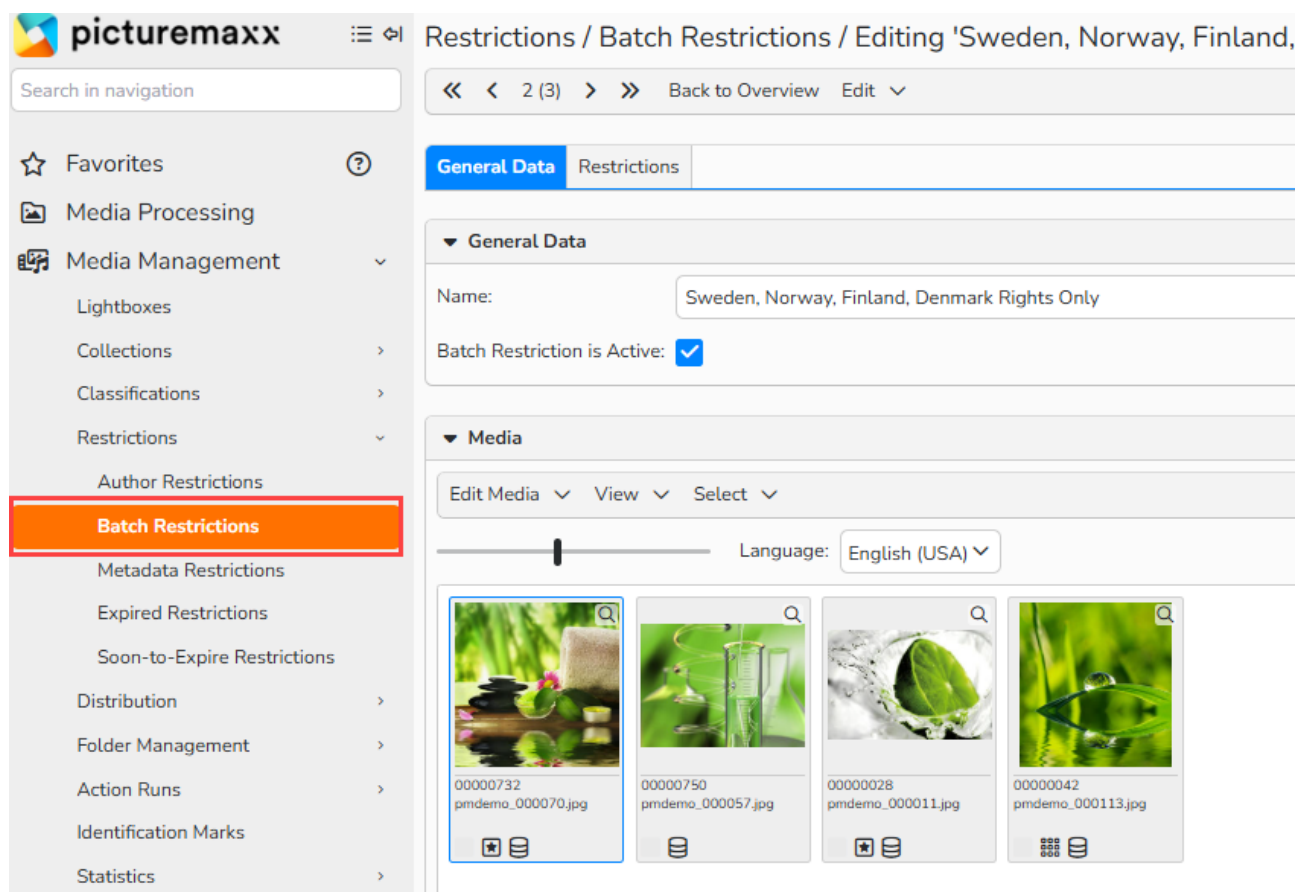
Media Management > Restrictions > Batch Restrictions

You can restrict specific media files using the Batch Restriction feature, controlling rights at the level of individual media files.

Example use cases:

- You have a series of images that should only be visible to your internal staff.
- Due to an exclusive sale, a specific image needs to be embargoed in the UK for 30 days, and you want to allow your UK clients to continue to see the image in search results but not be able to download it.
- You have a specific collection that you want to restrict from your “Scandal Publications” group, since the images can’t be published in those types of magazines.
- You have a specific batch of files that you only want to make available to a specific customer.

For the setup steps refer to [Define Batch restriction](#).



The screenshot displays the Picturemaxx interface for editing a batch restriction. The left sidebar contains a navigation menu with 'Batch Restrictions' highlighted. The main content area is titled 'Restrictions / Batch Restrictions / Editing 'Sweden, Norway, Finland, Denmark Rights Only''. The 'General Data' section shows the 'Name' field set to 'Sweden, Norway, Finland, Denmark Rights Only' and the 'Batch Restriction is Active' checkbox checked. The 'Media' section shows a list of four media files with their IDs and names, each with a thumbnail image and a search icon.

Batch Restrictions

Metadata Restrictions

Media Management > Restrictions > Metadata Restrictions

The Metadata Restrictions feature allows you to control access to media files based on the metadata they contain. You can create rules that apply automatically when media includes specific metadata. Adding or removing the relevant metadata updates the associated permissions in real time.

Example use case:

You want to offer a “Sports” subscription. Add the subscribers into a specific Access Group and then restrict that group to only be able to access images that contain “Sport” in the Supplement Categories field.

Important

We strongly recommend using metadata permissions only when batch permissions are not an option.

Learn how to set up this feature in [Define Metadata restrictions](#).

Tip

Tooltips

When setting up a restriction, if you’re not sure what each setting does, mouse over the question-mark icons to see a brief description.

▼ General Data

What type of restriction do you want to set up?

☐ Geographic Restriction ?

☐ Access Username Restriction

☐ Access Group Restriction ?

Geographic restriction based on countries

Guest users and geographic restrictions

These key points explain how country-based restrictions affect users who access the website without logging in:

- Country restrictions apply to all users, including guest (not logged-in) users.
- For visitors who are not logged in, access depends on the country set in the guest user configuration. The visitor’s real location is not used for guest access.
- If the guest user’s country is restricted, the content will not be visible to any guest users.
- To show restricted content to guest users, link the guest user to an allowed country.

Define Author/Partner restriction

Purchasing > Authors > (Author) > Restrictions

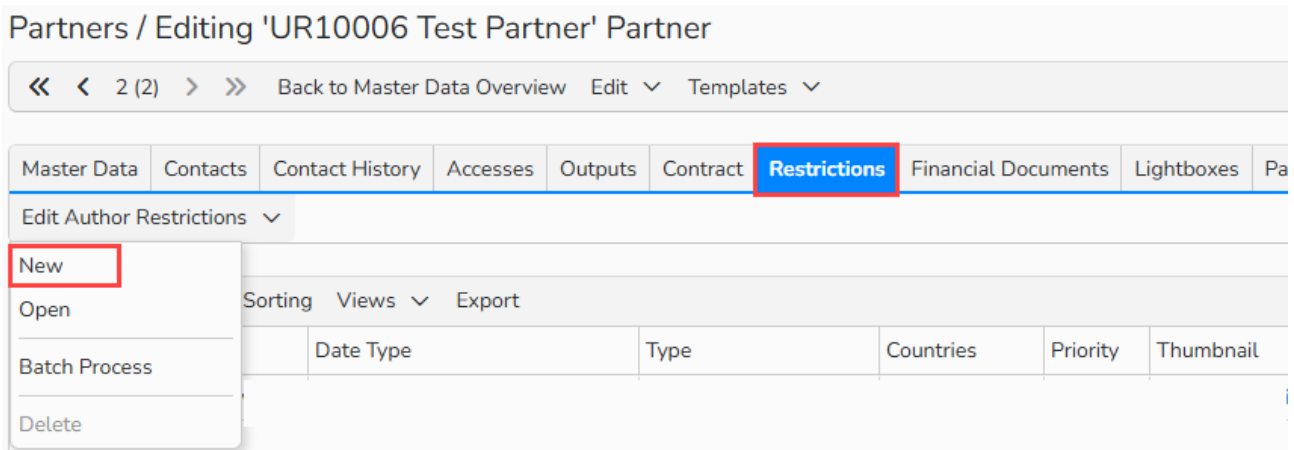
Purchasing > Partners > (Partner) > Restrictions

Purchasing > Authors Pools, Syndicates > (Author Pool) > Restrictions (if activated)

When your restriction should affect all the media files from a certain supplier, create an Author/Partner restriction. Here's how:

Step 1. Create new restriction

1. Go to **Purchasing**, select a media supplier's record, and click the **Restrictions** tab.
2. Select **Edit Author Restrictions > New**.



Create Partner restriction

Step 2. Configure restriction

1. Select a restriction type:
 - **Geographic Restriction:** Restriction based on countries.
 - **Access Username Restriction:** Restriction based on individual users.
 - **Access Group Restriction:** Restriction based on groups of users.
2. Click **Next** and select the restriction's rule: Select how the rule should control access. Choose the option that best fits your goal:
 - **No Access (negative):** Block selected countries, accesses, or access groups from viewing the author's content.
 - **Allow Exclusive Access (positive):** Grant access only to the selected countries, accesses, or access groups. Deny access to all others.

- **Allow Access (positive):** Grant access to selected countries, accesses, or access groups even if other rules would normally block them from this content.
 - **Important:** When using this rule, set **Priority** to **0**, so the restriction has a higher priority than other restrictions.
 - **Limited Access (use with CAUTION):** Allow selected countries, access groups, or accesses to see only the assigned media files and sizes. Deny access to any other media files. However, the assigned media remains visible to all other users as well.
3. Select a **Priority** between 0 and 3 (highest priority = 0). In case of a conflict, the rule with the higher priority (lower number) takes effect.
 4. Check the boxes for the media sizes you want the restriction to apply to.
 5. Select the countries, accesses, or access groups you want to apply the rule to, and click **Add**.
 - The available list (countries, accesses, or access groups) depends on the previously selected restriction type.
 6. If needed, configure a date range restriction.
 - Enter either the number of days or a date range for each selected media size.
 7. In the **Comments** field, optionally add internal notes about the restriction.
 8. Click **Save**. If needed, create additional restrictions for this media supplier.

Master Data

Contacts

Contact History

Accesses

Outputs

Contract

Restrictions

Financial Documents

Lightboxes

Partner Connection

Document Mar

<

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<< < 1 (1) > >> Back to Restrictions Overview Edit Author Restrictions ▾

▼ General Data

What type of restriction do you want to set up? ☒ Geographic Restriction ?
☐ Access Username Restriction ?
☐ Access Group Restriction ?

Rule: ☐ No Access ?
☒ Allow Exclusive Access ?
☐ Allow Access ?
☐ Limited Access (use with CAUTION) ?

Priority: 3 (lowest) ▾ ?

▼ Select Date Type & Restricted Sizes

Should restriction be date limited? ☐ Restriction is in effect for a specific date range
☒ Restriction is in effect for a specific number of days after a file is published
☐ Restriction is in effect for a specific number of days after a file's metadata Creation Date
☐ Restriction is not date limited

What sizes do you want to restrict?
☒ Thumbnail to day: 100
☒ Preview to day: 100
☒ High-Res to day: 100

▼ Select Countries

Unselected Countries

Quick Search Filter Sorting Views ▾ Export

ID	Country
1	Afghanistan
2	Åland Islands

249 Results

Add >>
<< Remove

Selected Countries

Quick Search Filter Sorting Views ▾ Export

ID	Country
230	United Kingdom
231	United States

2 Results

▼ Comments

For the first 100 days after being published, the files of this partner are only available to UK and US users.

Geographic restriction setup

Define Batch Restriction

Media Management > Restrictions > Batch Restrictions

Use batch restrictions when you need to restrict a specific selection of media files.

To configure a new batch restriction, follow these steps:

Step 1. Create new restriction

1. Go to **Media Management > Restrictions > Batch Restrictions**.
2. Select **Edit > New**.
3. Enter a descriptive name and make sure the **Batch Restriction is Active** option is on.

4. (Optional) Enter internal notes into the **Comments** field.
5. Click **Save**.

Restrictions / Batch Restrictions / New Batch Restriction

[Back to Overview](#)

▼ **General Data**

Name:

Batch Restriction is Active: ☒

▼ **Comments**

[Cancel and Back to Overview](#) [Save](#)

New batch restriction

Step 2. Add the media files you want to restrict

1. Select **Edit Media > Add Media**. The Archive Search window opens.
2. Enter a search term in your Archive and click **Search**.
3. Pick the images you want to add to the restriction:
 - For consecutive items: **Shift + Click**.
 - For non-consecutive items: **Ctrl + Click** (PC); **CMD + Click** (Mac)
4. Click **Choose** to confirm your selection.
5. Click **Save** to add the images to the batch restriction.

Restrictions / Batch Restrictions / Editing 'Embargo until December 2025'

General Data Restrictions

▼ General Data

Name:

Batch Restriction is Active: ☒

▼ Media

Edit Media ▼ View ▼ Select ▼

Add Media

Remove Media

Language:


00000700
pmdemo_000110.jpg


00000663
pmdemo_000028.jpg

Cancel and Back to Overview

Save

Add media to batch restriction

Step 3. Configure restriction

1. Switch to the **Restrictions** tab and select **Edit Restrictions > New**.
2. Select a restriction type:
 - **Geographic Restriction:** Restriction based on countries.
 - **Access Username Restriction:** Restriction based on individual users.
 - **Access Group Restriction:** Restriction based on groups of users.
3. Click **Next** and select the restriction's rule:
 - **No Access (negative):** Block selected countries, accesses, or access groups from viewing the associated media files.
 - **Allow Exclusive Access (positive):** Grant access only to the selected countries, accesses, or access groups. Deny access to all others.
 - **Allow Access (positive):** Grant access to selected countries, accesses, or access groups even if other rules would normally block them from this content.
 - **Important:** When using this rule, set **Priority** to **0**, so the restriction has a higher priority than other restrictions.

- **Limited Access (use with CAUTION):** Allow selected countries, access groups, or accesses to see only the assigned media files and sizes. Deny access to any other media files. However, the assigned media remains visible to all other users as well.
4. Select a **Priority** between 0 and 3 (highest priority = 0). In case of a conflict, the rule with the higher priority (lower number) takes effect.
 5. Check the boxes for the media sizes you want the restriction to apply to.
 6. Select the countries, accesses, or access groups you want to apply the rule to, and click **Add**.
 - The available list (countries, accesses, or access groups) depends on the previously selected restriction type.
 7. If needed, configure a date range restriction.
 - Enter either the number of days or a date range for each selected media size.
 8. Click **Save**. If needed, add more rules to this batch restriction.

Important

A media file can only belong to one batch restriction at a time.

If you assign a media file to a new batch restriction, the previous assignment is overwritten. The media will then only be linked to the new batch restriction. However, each batch restriction can include multiple restriction rules.

Other ways to apply a batch restriction

Media Processing > Fast Functions

Fast Functions allow you to add images to a new or existing batch restriction directly within your Media Processing area. First, activate Fast Functions in the **Settings** of the relevant folder or archive:

1. In **Media Processing** tree, right-click a folder or archive to view the context menu.
2. Select **Settings** from the context menu.
3. Open the **Fast Functions** tab.
4. From the list of available functions, select **Batch Restrictions**, and click **Add**.
5. Click **Save**.

Folder Management / Editing 'NeuerOrdner' Folder

<< < 1 (1) > >> Back to Overview Edit

General Data Field Mapping Work Folders Actions **Fast Functions** Identification Marks Accesses Notifications

▼ Fast Functions

Not Selected Fast Functions

Quick Search Filter Sorting Views Export

↓ Name English (USA)

Series

CDs

Offers

6 Results

Add >>

<< Remove

Selected Fast Functions

Quick Search Filter Sorting Views Export

↓ Name English (USA)

Batch Restrictions

1 Results

Cancel and Back to Overview Save

Folder context menu: Settings > Fast Functions tab: Add Batch Restrictions

The Fast Functions you activate will then be available from the **Fast Functions** dropdown and in the **Fast Functions** panel in the sidebar. Pick the images you want to restrict and then select **Batch Restrictions** from one of the menus. You can now either add the selected images to an existing batch restriction or create a new one.

Editing 'FtpUploadTest' Folder

Edit Fast Functions View Identification Marks Select Sorting

Batch Restrictions

Series

Offers

Website Collections

Language: English (USA)

Search:

h_pmcrew008_pmdemo_0000

h_pmcrew008_pmdemo_0000

h_pmcrew008_pmdemo_0000

pm-support_166.jpg Shotshop

▼ Fast Functions

Batch Restrictions

Series

Offers

Website Collections

Fast Functions menus

Media Processing > Metadata Entry Form

Make sure the “Restriction” field is activated on your Metadata Entry form. If it’s not, you can change this in **Administration > Form Editor > Media Processing**.

You can then select existing batch restrictions for each media file directly in the form:

Editing Media (ID 54475)

<< < 8 (10) > >>

Back to Overview Edit Fast Functions Fast Functions (Finance) Fast Functions (Purchasing)

Media-Text Templates

Common Multilingual Other Fields Scribe Preview Metadata Statistic History Restrictions Distributions Financial Documents

Language: English (USA)

File Name (with Extension)
pmdemo_000012.jpg

Media Number




Keywords
biology
biology
botany
botany
bright

Caption
Ladybug sitting on a young plant

Special Instructions

Categories
Select >>

Restriction

No Batch Restriction
No Batch Restriction
Embargo until December 2025
Not for Website
Sweden, Norway, Finland, Denmark Rights Only

Object Name
Ladybug sitting on a young plant

Author Code
No Author

By-Line/Pseudonym

Copyright Notice
Andrejs Pidjass - Fotolia

Metadata Entry tab in Media Processing: Restriction field

Media Processing > Replace and Edit

You can add a batch restriction to selected media files with the standard **Replace and Edit** action:

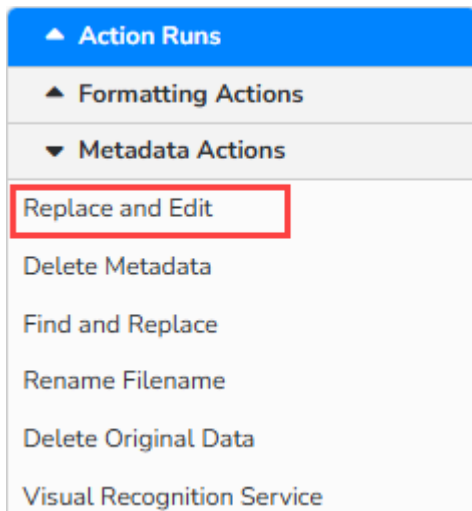
Configure Action

Execution: ☒ Always
☐ If Any Conditions are Fulfilled
☐ If All Conditions are Fulfilled

Edit Metadata

Database Field	Language	Action	Text, Value	
Restriction		Overwrite	Embargo until December 2025	+ -

Cancel Start Action



Replace and Edit action in Media Processing: Configure Action dialog

Define Metadata Restriction

Use this restriction type when you want to restrict images based on their metadata

Step 1. Create a restriction

1. Go to **Media Management > Restrictions > Metadata Restrictions**.
2. Select **Edit > New**.
3. Enter a descriptive name.
4. Make sure the **Metadata Restriction is Active** option is on.

Metadata Restrictions / New Restriction

General Data	Restrictions
▼ General Data Name: * Exclusive Entertainment Metadata Restriction is Active: ☒	

New metadata restriction: General Data

Step 2. Specify the metadata to which this restriction applies

1. Select a field from the **Database Field** dropdown.
2. Enter the actual metadata in the **Value** field. The field must contain that exact value.
3. Click the **[+]** button to add more conditions.
4. Click **Save**.

▼ Define Metadata

Define the combinations of specific metadata that will be used for formulating this restriction.

Logic	Brackets	Database Field	Filter *	Value *	Brackets	
	(	Supplement Categories	equals (=)	Entertainment	)	+ -
or	(	Category Code	equals (=)	ENT	)	+ -

New metadata restriction: Define Metadata

Step 3. Configure the restriction

- In the **Restrictions** tab, click **Edit Restrictions > New** and select a restriction type:
 - **Geographic Restriction:** Restriction based on countries.
 - **Access Username Restriction:** Restriction based on individual users.
 - **Access Group Restriction:** Restriction based on groups of users.
- Click **Next** and select the restriction's rule:
 - **No Access (negative):** Block selected countries, accesses, or access groups from the media files that contain the specified metadata.
 - **Allow Exclusive Access (positive):** Grant access only to the selected countries, accesses, or access groups.
 - **Allow Access (positive):** Grant access to selected countries, accesses, or access groups even if other rules would normally block them from this content.
 - **Important:** When using this rule, set **Priority** to **0**, so the restriction has a higher priority than other restrictions.
 - **Limited Access (use with CAUTION):** Allow selected countries, access groups, or accesses to see only the assigned media files and sizes. Deny access to any other media files. However, the assigned media remains visible to all other users as well.
- Select a **Priority** between 0 and 3 (highest priority = 0). In case of a conflict, the rule with the higher priority (lower number) takes effect.
- Make sure to check the boxes for the media sizes you want the rule to apply to.
- Select the countries, accesses, or access groups you want to apply the rule to, and click **Add**.
- Click **Next**.
- If you need a date range restriction, configure it.
 - Enter either the number of days or a date range for each selected media size.
- Click **Save**.

Note

Only the selected media sizes will be restricted.

Test the configured restriction

Test your setup using user accounts that match the restriction criteria defined in your rule. Ensure that each test account is correctly configured in the master data (e.g., country, username, or access group).

Test Scenarios by Restriction Type

Geographical Restriction

- Log in with a German account to verify that German users can view the content (if allowed).
- Log in with or impersonate an Italian account to confirm the content is blocked for Italian users (if restricted).

Access Username Restriction

- Log in with a specific user access included in the rule to confirm access behaves as expected.
- Log in with a user access not included in the rule to verify that restrictions apply correctly.

Access Group Restriction

- Log in with a user access who belongs to the allowed/restricted access group to validate the rule.
- Log in with a user from a different group to ensure the rule is enforced properly.

Tip**Impersonate user (secure and credential-free):**

This feature lets Admins temporarily step into a user's view, without ever needing the user's credentials. To use it:

1. Open a user record in Sales, Purchasing, or Administration.

2. Go to the **Accesses** tab, open the **Manage Access** menu, and select **Login with this Webgate access** or **Login with this Backstage access**.