

2021 B&C IMAGE POLICY – USAGE RULES

Dear user,

- This Image Policy applies to any use, distribution, or publication of B&C marketing materials (logos, visuals, technical guide, photographs, video-material, etc.) by a user. A 'user' may be either a wholesaler of B&C or a reseller who obtained access to the B&C marketing materials through a wholesaler, a B&C team member or through authorised access to B&C's private room (<http://www.bc-collection.eu/en/private-room>).
- The user understands that (s)he is granted a limited non-exclusive authorisation to publish the B&C marketing materials on the user's websites, folders, catalogi, social media platforms, etc., in order to promote B&C products and subject to compliance with the conditions mentioned in this Image Policy. This authorisation is limited in time to each collection year, is limited to the described purposes only, and is revocable at any time
- All material or intellectual property rights to the B&C marketing materials (logos, visuals, technical guide, photographs, video-material, etc.) belong to B&C. B&C shall use its best efforts to inform its wholesalers of any change in its marketing materials and associated rights. The user undertakes to use B&C marketing materials only in their most recent forms as published in B&C's private room (<http://www.bc-collection.eu/en/private-room>). Therefore, the authorisation to use the B&C marketing materials of a particular collection year is always limited to the collection year in question.
- B&C will review its visuals on a yearly basis and will upload the new visuals at the end of each year in its "private room website section", for use by the users during the following year. Any such change (as well as changes during the year) will be communicated by B&C to its registered Private Room users. The user will be responsible for timely removing B&C visuals at the end of each collection year and to replace these by the new B&C visuals. This includes use on websites (including archived or obsolete pages), folders, catalogi, social media platforms, etc. In case the user does not comply with this requirement, B&C shall not be held liable for any claims by third parties such as photographers or models. The user understands and agrees in particular that any use, distribution, or publication of material of the 2020 visuals library or previous years will be strictly forbidden as from January 1st 2021 and must be replaced by the 2021 B&C visuals library communicated by B&C to the users. B&C shall not be held liable for any claims by third parties such as photographers or models if the user continues using, distributing, or publishing such pre-2021 visuals after 31 December 2020.
- The uniformity of the image of B&C and its products is essential. Therefore, the authorisation to use any B&C marketing material is always subject to the condition that only B&C marketing materials are used in relation to B&C products. In other words, it is not permitted to mix B&C marketing materials (pictures, etc.) with non B&C marketing materials and/or non B&C products.

- B&C authorises the user to decorate the Packshots and In Studio provided that the illustrations/distinctive signs :
 - ➔ do not constitute an infringement of third party rights;
 - ➔ do not have a deceptive or misleading content;
 - ➔ do not contain any element contrary to public order or morality;
 - ➔ do not contravene any applicable law or regulation;
 - ➔ do not damage the reputation of B&C.

- The sharing of B&C marketing materials with r e s e l l e r s is subject to compliance by such resellers with this B&C Image Policy. In this respect, the wholesaler (i) shall maintain at all times an updated list of all its resellers whom it provided access to B&C marketing materials and provide such list to B&C upon simple request and (ii) ensures and warrants that its resellers will at all times agree and comply with the present B&C Image Policy. The wholesaler understand that it will be responsible towards B&C and third parties for the compliance of such resellers with this Image Policy. This clause also applies to resellers or other users who share the B&C marketing materials with other parties.

- Each user is solely responsible for maintaining the confidentiality of his/her password, user name, account information and other logins or entry codes for the private room. The user agrees to immediately notify B&C of any unauthorized use of his/her account or any other breach of security or abuse of login data known to him/her.

- The user warrants that the use of B&C marketing materials will not create confusion regarding the status of the user (as an authorised wholesaler or distributor v. an independent reseller).

- The user understands and agrees that this authorization is limited to a B2B extended to B2C websites/webshops and Social Media. Marketplaces such as Amazon are excluded. For use on Marketplaces, other images are created specifically for this specific purpose, namely instudio images without heads/faces of the models or packshots.

- The user understands and agrees that all use of the B&C marketing materials on social media platform must comply with (1) the applicable legislation; (2) the rules of the specific social media platform; and (3) the rights of third parties (including photographers and models).

- In case of any claims or objections that the use of B&C marketing materials infringes third party rights (including but not limited to copyrights, image rights, etc.), the user shall provide the fullest cooperation and assistance to B&C to take the necessary action in connection with such claims or objections. In this respect, it is crucial that the user has an updated list of all its resellers or other parties who received access to B&C marketing materials.

- In case of infringement of this Image Policy, the user commits to fully indemnify B&C for all damages, costs, expenses and indemnities of any kind (including attorneys' fees) as a result of complaints, claims, and/or actions initiated by third parties based on the violation of their rights



(including intellectual property rights and image rights) and/or any other costs or damage caused by the user's breach of the above conditions.

- B&C shall not be liable to the user for any direct, indirect, incidental, consequential, special or exemplary damages such as, but not limited to, loss of revenue or anticipated profits or lost business.
- The authorization mentioned in this Image Policy shall cease upon the termination, for any reason, of the relationship between B&C and the user (or, for resellers, between the wholesaler and the reseller). Upon such termination, the user shall promptly remove all B&C marketing materials from his/her websites, folders, catalogs, social media platforms, etc
- This Image Policy shall be governed by and construed in accordance with the laws of Belgium. Belgian courts will be exclusively competent to deal with any claims or disputes arising out of or based upon a breach of this Image Policy.

APPENDIX

Please find hereafter a guide that will help you understand the usages of the B&C visual library. If you have any question or request, please contact the B&C Communication Team at beinspired@bc-collection.eu

AMBIANCE / LIFESTYLE



- / No modification is allowed
- / You need always to use latest version (available in B&C Private Room and/or communicated by B&C) and with the B&C logo close to it.
- / Any use of these visuals on social media platforms need to be credited to B&C Collection.
- / **In compliance with B&C Image Policy**

ATTITUDE

- / No modification is allowed
- / You need always to use latest version (available in B&C Private Room and/or communicated by B&C) and with the B&C logo close to it.
- / Any use of these visuals on social media platforms need to be credited to B&C Collection.
- / **In compliance with B&C Image Policy**



IN STUDIO



- / **You can modify in compliance with B&C Image Policy**
- / You need always to use latest version (available in the B&C Private Room and/or communicated by B&C).
- / Any use of these visuals on social media platforms need to be credited to B&C Collection.
- / **In compliance with B&C Image Policy**

PACKSHOTS



- / **You can modify in compliance with B&C Image Policy**
- / You need always to use latest version (available in the B&C Private Room and/or communicated by B&C)

WHAT IMAGES CAN BE USED FOR MARKETPLACES – MANDATORY



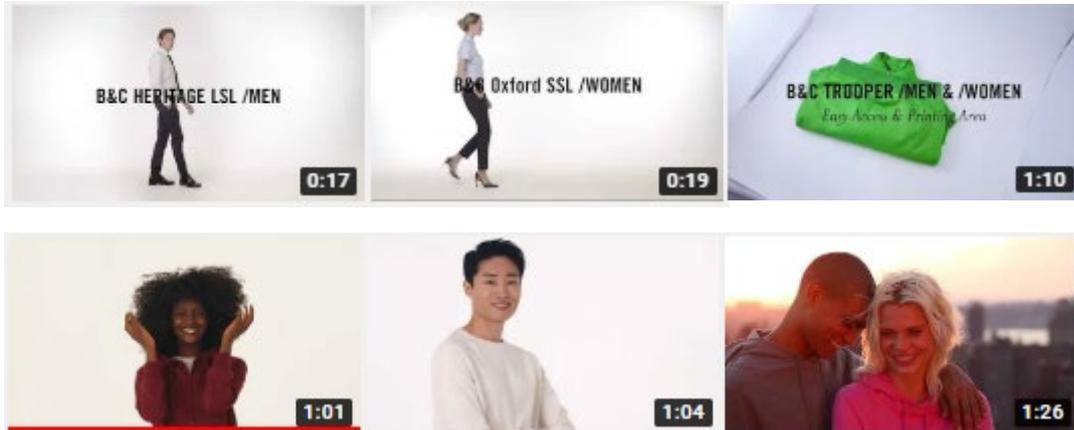
CROPPED IN STUDIO: Instudio images that don't show any heads/faces.

Usage: Marketplaces (like Amazon). These images are created only for this specific purpose: instudio images without heads/faces.

For B2B websites, webshops and other online/offline communications, our standard imagery can be used. You can also use PACKSHOTS

- / **You can modify in compliance with B&C Image Policy**
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- / Any use of these visuals on social media platforms need to be credited to B&C Collection.
- / **In compliance with B&C Image Policy**

VIDEO (Style & Fit – campaign, testimonials,..)



- / No modification allowed except garment recolouring
- / You need always to use latest version (available in the B&C Private Room and/or communicated by B&C) and with the B&C logo close to it.
- / Any use of these visuals on social media platforms need to be credited to B&C Collection.
- / **In compliance with B&C Image Policy**

For approval

Company name:

Name:

Place and date:

Signature (please precede your signature with the handwritten mention “Read and approved”):