

## Terms and conditions for using the Content Cloud of Deventrade Group

The following is a legal agreement between you, the customer, and the owner of the Content Cloud, Deventrade Group (following Deventrade), regarding the use of the Content Cloud. You are a customer when you have a debtor number of Deventrade. When logging into the Content Cloud, you must agree to the Terms and Conditions regarding the use of this image material.

### Use of logos

You can download brand logos in the Content Cloud. The brand logos are intellectual property of Deventrade BV. You receive the right of use as long as you are a customer of Deventrade BV. However, the use of the logos must comply with the user manual of the logos. You will find the guidelines concerning logo use in the logomap of the relevant brand.

You may not use the logos as part of your trademark, service mark or logo. If you have any questions due to the use of the logos, please do not hesitate to contact the Deventrade Group. The contact details can be found at the end of these conditions.

### Use of product images

You can download product images in the Content Cloud. When using the images, respect the original state of the image and the product (shape, colour, proportion, etc.). Deventrade is not responsible for deviations (in, for example, colour or shape) that arise from adjustments or personal use of the material.

If you have any questions due to the use of the product images, please do not hesitate to contact the Deventrade Group. The contact details can be found at the end of these conditions.

### Use of brand images (model photography)

You can download brand images in the Content Cloud. Our brand images are covered by creative work according to European legislation. They are therefore protected by copyright. This means that Deventrade does not acquire the ownership of the photos, but only the right of usage. The same applies to you, as a customer of Deventrade. In addition to copyright, we also deal with portrait rights. This portrait right can be bought off per means.

The photographer and Deventrade have agreed in a so-called user license in which way, and to what extent the images may be used by its customers. The license a customer receives is non-transferable, which means that you are not allowed to sell, rent, give, sublicense or otherwise transfer the image to anyone else. The communication you create with the image must be yours. Images may never be provided to third parties.

This agreement describes how the image rights have been bought for you, as a customer of Deventrade, but also which means are excluded. If you do want to use images for those 'excluded means', you should submit a request at Deventrade. It might be that additional rights need to be purchased or the images unfortunately may not be used for your requested mean.

### You may use the campaign images for online purposes, considering your

- website;
- social media accounts;
- emails.

You should always use the images in their original form, this means no deforming, cutting off or attachments. If you do wish to make some adjustments, please ask Deventrade for permission.

The campaign images are available for one year, which is indicated by the year mentioned in the Content Cloud. After this year, it is your own responsibility to renew the images with the campaign images available in the Content Cloud for the following year.

# Deventrade

**You may NOT use the campaign images for the following excluded purposes:**

- printed promotional materials like magazines, newspapers, books, brochures, flyers, etc.;
- to decorate your physical shop;
- your corporate identity on business cards, letterhead, etc.

Always check with Deventrade if you do want to use images for above excluded purposes. After permission, Deventrade can send you the concerning campaign images in high resolution.

**Probably superfluous, but you may never use the campaign images:**

- for pornographic, unlawful or other immoral purposes, for spreading hate or discrimination, or to defame or victimise other people, societies, cultures.
- in a way that can give a bad name to Deventrade or the person(s) depicted on the images.

*Important!*

At the end, it's your own responsibility to make sure that you have all the necessary rights, consents and licenses for the use of the content. Deventrade cannot be held responsible for any copyright violations. Selling or redistribution of the images is strictly forbidden! Do not share the campaign images with third parties. If you have any doubts, please do check the rights with Deventrade before using the campaign images.

Contact (Marketing department Deventrade Group):

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