

Campaign FS21:

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The surrender of the rights of use of the transmitted photos is subject to the following conditions.

We would like to point out that the rights of use of the transmitted photos are limited in time, space and content.

The following restrictions of use apply:

Time limitation of the period of use:

Buyouts Europe 1 year (Online and Social Media 2 years\*)

PR (editorial contributions print, online)

Trade fair (exhibition stand, film, advertisements)

Print (especially brochures and mailings)

Advertisements (print, online, social media)

Outdoor advertising (city lights, billboards or bus stickers)

Retailer advertising (decoration/shop windows, mailings, video screens, online, social media,

outdoor advertising, brochures, advertisements)

Film (image film, social media clips, online use, dealer POS)

Buyouts Russia 1 year (Online and Social Media 2 years\*)

Print (especially brochures and mailings)

PR (editorial contributions print, online, trade fair (exhibition stand, film, advertisements))

Dealer advertising (indoor decoration, brochures, outdoor, online, social media, ads)

Film (image film and social media clips, use online, dealer POS)

\*Online and social media

After the period of 2 years, no new posts may be created with the image material and/or be published. Existing publications during the agreed

Period on social media accounts, apps, websites, e-commerce tools, data carriers (also of distribution partners) may continue to exist.

For the usage types PR, trade fair, print, the useful life begins on 1.7.2020 and ends on 1.7.2021.

For the other agreed types of use - advertisements, outdoor advertising, dealer advertising, film - the period of use begins on 1.10.2020 and ends on 1.10.2021.

For the usage types online and social media, the period of use begins on 01.07.2020 and ends on 01.07.2022.

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