

#MyBeauflor – Terms and conditions of permission

We love to see the way you style your Beauflor products on social media and may request to share these photos/videos on our own channels. The channel where we will publish the photos will primarily be the Beauflor website (beauflor.com) but could also include the Beauflor newsletter or our own social media channels.

By responding to our request with the hashtag #yesbeauflor and tagging us with @beauflorvinyl, you:

- give Beauflor the explicit permission to use, at Beauflor's discretion, your photo in its marketing and/or advertising, including in the community page on the website (www.beauflor.com), newsletters, social media, e-mail, and other customer communications, store materials and other marketing purposes;
- grant Beauflor the permission to use (including, without limitation, distribution, editing, altering and reproduction of) your photo until you withdraw your permission.

In return you will get:

- Free publicity on our channels and our website (www.beauflor.com);
- Full credit for your own picture: your social media channel will be linked and/or name will be mentioned;
- The right and possibility to withdraw your given permission at any moment in time.

By agreeing to these terms, you give Beauflor a non-exclusive, royalty-free and worldwide license to use and share your photo for the above marketing and/or advertising purposes, including the right to reproduce, distribute, alter and edit your photos. You represent and warrant that you fully own or control the rights to the photos you have submitted and that you have permission from any person(s) appearing in the photos.

In case products of other brands appear on the photo and this brand is mentioned on your photo, we will also mention this brand when sharing your photo. If other brands would be displayed in your photo but are not mentioned, we also will not mention this brand. Nevertheless, we can always add a mentioning later on, after your request to do so. The photo will remain your property and given permission can be withdrawn at all times.

Withdraw permission

We will treat your photos in accordance with the GDPR on the legal ground of your permission as granted above. If you would like to withdraw your permission (or ask us to update, correct or delete your photo) you can send us an e-mail at info@beauflor.com and we will remove your photo from our digital channels within

14 days. If we have used your photo in our newsletter and/or magazine, it is not possible to remove the photo, but we will not use it again in future editions.

You hereby confirm that the above permission was given freely, unambiguously and without any compensation being due by Beauflor for the abovementioned use.

We look forward to sharing your photos and your passion for fashion.

Beauflor is a subsidiary of Beaulieu International Group NV.

Consult the Beaulieu International Group Privacy Policy:
<https://dam.bintg.com/brochure/15b31221-1f3c-455c-a8ae-6b3acfc01c1f>