

# DIGITAL BRAND POLICY

## WORLDWIDE

### Introduction

Eichholtz is committed to only working with Partners that comply with all relevant laws and regulations as well as with this Digital Brand Policy, which contains regulations regarding our brand policy, to protect the Eichholtz brand identity online.

### 1. Appropriateness

The regulations laid down in this document apply to all Partners of Eichholtz and their employees. They include all online expressions - whether on social media or in email campaigns - that are related to the business of Eichholtz.

The willingness to comply with our Digital Brand Policy is important, for this will help us maintain our reputation. Treating our brand identity with care and consistency adds to the success and longevity of our business relationships.

### 2. Certification

Where required, each Partner shall have an authorised representative certify that he has read and understood this document and complies with the regulations laid down herein.

Eichholtz expects immediate notification from existing Partners of any suspicion or concern of breaches, or any other non-compliance with the standards set out in this document, allowing for joint verification of facts and remediation. This applies to both our Partners and their subcontractors.

Failure to comply with our Digital Brand Policy may result in discontinuance of business relationships with immediate termination rights.

Any breach or concern related to the use of the Eichholtz brand, products, designs, images or visuals, should be reported immediately to our Brand Policy Department at [brandpolicy@eichholtz.com](mailto:brandpolicy@eichholtz.com).

### 3. Eichholtz digital brand policy

#### Online Policy and Brand Identity

Eichholtz and its Partners are related yet independent. To avoid confusion about the identity of Eichholtz and the identity of its Partners, the identity of our business partners must always be clearly visible on their websites.

### **Site landing**

When Eichholtz provides the business partner with a destination link from the Eichholtz webpage, or when the traffic comes from Eichholtz sources, the Partner is obligated to show its visitors a page with Eichholtz furniture. Landing pages of the business partner must be designed in their own specific style and pre-approved by Eichholtz via [brandpolicy@eichholtz.com](mailto:brandpolicy@eichholtz.com).

### **Advertising & Campaigns**

Approved advertising with Eichholtz furniture may never lead to the display of other products or content. All images of Eichholtz products are protected by copyright and can't be used for personal or company purposes when the copyright is from somebody else. All campaigns containing Eichholtz visuals need to refer to relevant Eichholtz pages and are not meant to be used as 'clickbait' for other/competing brands.

### **Keywords**

Usage of the Eichholtz name as a keyword in advertisements and on websites is within the guidelines. However, it is not allowed by the current Google guidelines to use a brand name in the title of an advertisement. Please see Google Ads Trademark Rules 101.

### **Logos, Images and Designs**

Partners are not authorised to use any logo, image, visual or design of Eichholtz on their websites without written consent of Eichholtz: approval is required before placement.

### **Volumes**

The extent to which the Eichholtz-trademarks and products are presented on the website of the partner must be proportional to the current business volume of Eichholtz products. This includes a monthly report of sales of the Eichholtz products and the visibility of products on the website.

### **Eichholtz Trademarks**

Under no circumstances may the Eichholtz trademarks, product photos, style information and other expressions referring to Eichholtz create confusion on the part of visitors of the website regarding the identity of the website, this to sole discretion of Eichholtz. It is not permitted to use the name Eichholtz in a domain name without written consent. Using a specific subpage named 'Eichholtz' is only permitted upon written consent from Eichholtz.

### **Fair Competition**

Eichholtz strictly prohibits anti-competitive agreements or conduct, including fixing prices, restricting the supply of goods or services, bid rigging and market sharing. We require our Business Partners to commit to free and fair competition and to abide by relevant competition laws and regulations.

#### 4. Products and marketing package

##### Products

When the Partner adheres to this Digital Brand Policy, Eichholtz will supply Eichholtz products. The number of products depends on the sales from the previous month and can be increased or decreased monthly.

##### Images and Content

Eichholtz will deliver the images and content that describe the Eichholtz products.

#### 5. Penalties

##### Breaking the Rules as a Partner

When breaking the rules as a Partner, Eichholtz will take immediate action. The Partner will receive a notification with an official warning granting no more than 24 hours to correct any violations he has been notified of. If this warning is not followed, the Partner will receive a final warning with a 12-hour deadline. At this stage Eichholtz will evaluate the discontinuation of any form of co-operation.

If Eichholtz products, images, logo, and brand name are still being used by the Partner, Eichholtz will take the following measures:

- The business relationship will be ended immediately
- The Partner may no longer sell Eichholtz products
- The Partner is no longer allowed to advertise with the Eichholtz logo and brand name
- The Partner loses the right to use Eichholtz product images and other Eichholtz designs
- Any consequential damage will be recovered from the Partner

When a business competitor uses Eichholtz products, images, logo, and brand name for advertising, Eichholtz will inform Google about the illegal use of the Eichholtz brand name and will start to take away traffic by overbidding on keywords.

#### 6. Miscellaneous

This document does not replace but complements all other Eichholtz terms including but not limited to the General Conditions and reseller terms, which remain fully applicable.