

## Policy for the use of visual content Van Raam

This policy outlines the correct usage of visual content that is provided by Van Raam. It includes the following information:

- Which types of visual content does Van Raam offer?
- The correct use of Van Raam images and logos by Van Raam dealers with a valid dealer contract
- The correct use of Van Raam images and logos by third parties
- The correct use of Van Raam videos
- An explanation of [www.vanraam.com/media](http://www.vanraam.com/media)
- Non-compliance with the policy

### Which types of visual content does Van Raam offer?

The following types of visual content are available:

1. **Photos:** High resolution photos of all our bikes is available on [www.vanraam.com/media](http://www.vanraam.com/media). Here you can also find photos of the available options, production process, and Van Raam factory.
2. **Logos:** Van Raam logo's are also available on [www.vanraam.com/media](http://www.vanraam.com/media). You can download both CMYK logo's (print) and RGB logos (screen/digital).
3. **Videos:** Van Raam video's about our bikes, options, instructions and customers. All video's are available on YouTube.

### Use of Van Raam photos and logos by Van Raam dealers with a valid dealer contract

All Van Raam dealers with a valid dealer contract can use the photo's and logo's royalty-free if the following conditions are met.

- Van Raam photos and logos can only be used in combination with Van Raam products or services. This means that Van Raam photos and logo's may not be used in combination with for example products of another brand.
- Use only relevant and up-to-date photos. (With an exception for the sale of older bike models)
- 'Van Raam' has to be mentioned in the title of the image.

### Use of Van Raam photos and logos by third parties

Do you not have a valid dealer contract and are you not a Van Raam dealer? You can still use the photo's and videos of Van Raam under the following conditions:

- Van Raam photos and logos can only be used in combination with Van Raam products or services. This means that Van Raam photos and logo's may not be used in combination with for example products of another brand.
- Prior to the publication of any photos or logos you need the written permission. You can send your request to [marketing@vanraam.com](mailto:marketing@vanraam.com).
- Source citation is mandatory as follows: Van Raam, [www.vanraam.com](http://www.vanraam.com).
- Use only relevant and up-to-date photos. (With an exception for the sale of older bike models).
- 'Van Raam' has to be mentioned in the title of the image.
- The full ownership of all visual content will always remain with Van Raam.

### Use of Van Raam videos

- Van Raam videos may only be used in combination with Van Raam products or services. This means that Van Raam photos and logo's may not be used in combination with for example products of another brand.
- Use only relevant and up-to-date videos of Van Raam.
- Mention 'Van Raam'.
- All Van Raam videos are available on YouTube. You may only embed these using YouTube's embedding functionalities.
- Nearly all video's have subtitles, you can turn on subtitles for more explanatory text.
- Do you want to create a link between your own YouTube channel and the Van Raam YouTube channel? You can easily create playlists with your own and Van Raam's videos.
- How to make a YouTube playlist:
  - Find a video you want in the playlist.
  - Under the video, click Save .
  - Select a playlist such as Watch Later, or a playlist you've already created, or click Create new playlist . If you create a playlist, enter a playlist name.
  - Use the box to select your playlist's privacy setting.
  - Click Create.
- As a YouTube partner, we get notified when our video's are being reused without permission.
- It is not allowed to (illegally) download our video's and upload them to YouTube, or any other platform, as your own. YouTube also states this is not allowed. More information about the terms of use can be found here: <https://www.youtube.com/t/terms>
- Please use the embed code if you wan to place our video's on your website.

- All of the rules stated above also apply to the video's that are uploaded directly onto other social media channels.

#### **Explanation of [www.vanraam.com/media](http://www.vanraam.com/media)**

1. Double click on a folder to open it and see its contents.
2. Double click on a photo/logo to view it.
3. Click the arrow on the right to forward to the next photo, click the arrow on the left to view the previous photo.
4. To download a photo in high resolution, click the three dots in the top right corner and click 'download'.
5. Click the white arrow on the top left corner to return to the overview.
6. You can also download files directly from the overview. Right-click on an image and then click 'download'. The file will be downloaded in high resolution.

#### **Non-compliance with the policy**

All texts, photos, videos and other intellectual property, will always remain in the ownership of Van Raam. When you do not comply with the policy for the use of visual content, Van Raam will immediately revoke the permissions for the use of the content.

If Van Raam sees reason to do so, it will first issue a personal warning. In case there is no response to this, the infringement of intellectual property will be reported to the platforms on which this takes place (such as YouTube or seller platforms etc.).

In the event of improper use, you may also have to pay licence fees to the photographer/model agencies/text agencies concerned, if they find that you are using these photos. Any possible damage may also have to be covered by the user.