

## DIGITAL BRAND POLICY

### Purpose

POLSPOTTEN 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. The aim is to protect the POLSPOTTEN brand identity and reputation online. Treating our brand identity with care and consistency adds to the success and longevity of our business relationships.

### Key Requirements

#### 1. Brand Identity & Online Presence

- Partners should clearly display their own company identity on their websites to avoid confusion with POLSPOTTEN.
- Any online content related to POLSPOTTEN should respect the brand's identity and reputation.

#### 2. Landing Pages

- Landing pages must reflect the Partner's own design style.
- If POLSPOTTEN provides imagery, the Partner must create a landing page showing POLSPOTTEN products.
- All landing pages require POLSPOTTEN's pre-approval.

#### 3. Product Presentation

- Products must be displayed accurately and in a manner consistent with POLSPOTTEN's premium brand positioning.
- No misleading discount messaging (e.g., fake "was/now" pricing).
- Product descriptions must not be altered in a way that misrepresents features or design intent.
- Images may not be cropped, recolored, or modified without approval.

#### 4. Advertising & Campaigns

- POLSPOTTEN images are copyrighted; they cannot be used without rights.
- Campaigns using POLSPOTTEN visuals must link to relevant POLSPOTTEN pages.
- Campaigns may not use POLSPOTTEN visuals as clickbait to promote competing brands.

#### 5. Keyword Use

- Using "POLSPOTTEN" as a keyword in ads and on websites is permitted.
- However, Google does not allow brand names in ad titles. Partners are to follow Google Ads trademark rules.

#### 6. Trademarks & Brand Expressions

# POLSPOTTEN

*Since 1986*

- POLSPOTTEN trademarks, product photos, descriptions, and styling may not create confusion about who owns or operates the Partner's website.
- Use must never misrepresent the relationship with POLSPOTTEN.

## 7. Social Media

- Partners may promote POLSPOTTEN products on their social channels.
- Paid campaigns using POLSPOTTEN brand assets require prior approval.
- Influencer collaborations involving POLSPOTTEN must comply with advertising transparency laws.

## 8. Fair Competition

- POLSPOTTEN prohibits price-fixing, supply restrictions, market sharing, bid rigging, other anti-competitive behaviors.
- Partners must comply with all applicable competition laws.

## **Penalties for Violations**

### Phase 1 – First Warning

- Partner receives a formal notice.
- They have 48 hours to correct the violation.

### Phase 2 – Final Warning

- If not corrected, POLSPOTTEN may discontinue cooperation.

### If violations continue POLSPOTTEN will

- End the business relationship immediately
- Prohibit the Partner from selling POLSPOTTEN products
- Prohibit using the POLSPOTTEN logo, brand name, product images, or designs
- Recover any consequential damages

## **Miscellaneous**

This policy supplements, not replaces, POLSPOTTEN's other terms (General Conditions, Reseller Terms, etc.).