BRAND IDENTITY



File properties
Additional information about the photo should be added to the Properties --> details section:

- Author = name of photographer
- Description = e.g. location in parking facility
- Tags
- Copyright status:
  - Is there copyright?
  - Who owns the rights?
  - What has been agreed upon with the photographer!

Rights and consent

Photography rights
Agreements with photographers must be worded to ensure that Q-Park has unlimited use of any photographs uploaded to Idefix and that Q-Park owns international copyright to these images. If formal arrangements need to be made, make them in line with international standards. The arrangements agreed must be signed and documented.

Persons consent
All employees and members of the public captured (recognisable) on the visuals must give their consent to be photographed and must sign the appropriate consent form indicating their approval and allowing Q-Park to use these visuals for in- and external international commercial purposes.

Consent form must be completed and signed before the photoshoot is completed.

Photo disclaimer
It is advisable to include a photo disclaimer on the website (or other public usage of the visual) as most visuals are primarily taken in public places.

If Q-Park does not own the copyright to a photo used on the website or in another publication the photographer who owns the copyright must always be credited.

Consent form employees

Please adapt/adopt the copy according to country specific needs and place it in a relevant Q-Park template.

Concept text

Subject: Consent to use portrait visuals

Dear colleague,

Q-Park likes to use visuals of employees, taken while working for Q-Park, in its promotional material.

By means of this agreement, we are asking you to explicitly give your consent for this. If you agree to the conditions stated in this letter, we kindly request you to enter your details and sign the letter for approval, and then to return it to the Marketing Department. Remember to keep a copy for yourself.

Q-Park <The Netherlands>, with offices at <address, postal code and city>, further referred to as 'Q-Park', and <first and last name>, further referred to as 'employee' agree the following:

Employee consents to the agreed pose category and/or working environment:

- Yes/No: Portrait
- Yes/No: Working environment (office and/or Q-Park Control Room)
- Yes/No: Parking facility

Employee contact details:

- Location (office/parking/other):
- Position within Q-Park
- Q-Park telephone number
- Q-Park e-mail address

Parties have agreed as follows:

Clause 1

Employee agrees that the visuals may be used for Q-Park's promotional purposes in material such as, but not limited to, internal communications, intranet, Q-Park website, and external communication means such as posters, flyers, stock images etc. For its own promotional purposes, Q-Park is permitted to share visuals of the employee with third parties.

Clause 2

Q-Park is expressly forbidden to use, or have used, visuals, or parts thereof, for creating images that detract from the original subject or design of the assignment, or that may cause damage to the intentions, integrity and/or privacy of the employee or Q-Park.

Clause 3

Q-Park will not divulge information to third parties that may infringe the employee's privacy, such as personal details, unless the employee has given prior consent to do so.

We trust we have set out our agreements clearly. Should you have any questions concerning this agreement, please contact the Marketing Department.

Kind regards,
<Q-Park company name>
<Name of Marketing Manager>

Signature:
Date:

<Employee name>
<Employee position>

Signature:
Date:

Consent form text for the public

Please adapt/adopt the copy according to country specific needs and place it in a relevant Q-Park template.

Concept text

Thank you for participating in our photo shoot.

We kindly request you to enter your name and contact details and sign this consent form. By doing this you

agree that we may use the photos on our website or in other expressions and marketing materials. Thank you for your cooperation.

Model contract Q-Park <county>

Contact details Q-Park:

Organisation / contracting party:
Q-Park contact person:

Photographer:

Advertising agency:
Contact person:
Telephone:
E-mail:

Contact details of person portrayed:

Name:
Address:
Postcode:
Town:
Telephone:
E-mail:
Bank account number (IBAN):

The person portrayed waives any portrait rights as stated in <country copyright law>. Q-Park <country company name> pays a one-off fee of € xxx for these rights.

The person portrayed expressly consents to Q-Park's unlimited use of his/her photographs in public places including but not limited to: Q-Park websites, communications via social media and other means.

Signatures

Q-Park representative

Signature:

Date:

Person portrayed (or legal representative if under 18)

Signature:

Date: