

E-COMMERCE RESALE REQUIREMENTS

Version: June 2024

For you as our partners it is possible to operate your own online shop offering the products of the CBR brands. The quality standards you have to meet are based on the high performance promise of the CBR brands and the service level our customers expect. Your online shops are also to contribute to a stronger emotionalization of the individual brands and increase their awareness. This common goal can best be achieved if your online shop is designed in accordance with the respective CBR brand worlds.

Are you planning to launch your own online shop? If so, please notify us of your plans as early as possible, four weeks before going live at the latest. For this purpose, please contact your service team.

THE FOLLOWING REQUIREMENTS MUST BE TAKEN INTO ACCOUNT FOR YOUR ONLINE SHOP:

Your Company Name and the CBR Trademarks

- It is mandatory that your company name is clearly visible in the header of the website.
- The use of the CBR trademarks as a domain is not permitted. The use of the CBR trademarks in the URL is permitted exclusively for the technical establishment of a subpage on which the range of goods of the CBR trademarks is directly located (post domain path, e.g., www.fashion-partner.com/cecil).

The use of the CBR trademarks is only permitted within the scope of the rights of use granted in each case!

Brand Appearance and Article Description

- Professional integration of the trademarks' elements in accordance with the Corporate Identity of the respective CBR brand; the respective brand's logo may only be used for the purpose stated in each case. Modifications of the logo - with the exception of size - or the use for other purposes, in particular the passing on to third parties, are not permitted.
- Only current campaign material must be used. The product descriptions approved by the brands ought to be used.
- In case you decide on using article names it is advisable to use them exclusively with the prefix "style" or "model" and preferably only as part of the product description.

All elements of the trademarks, information on integration and permitted purposes of use can be found in the relevant Corporate Design Manual of the CBR brands which you can download in the download area of the B2B portal

Assortment and Target Markets

- The articles offered in your online shop shall at least reflect the assortment usual to a stationary POS.

Images for the Presentation of the Products (Article Images)

- Please use professional images only. Preferably use the article images provided by us.
- In case you decide to produce images yourself, please use professional models only or present the products "cut out on mannequins".
- Resolution on the longer side at least 1200 pixels.
- Minimum of 3 photos per article in different views (except for accessories)
- You can get the current article images produced by the CBR brands from the following sources:
 - B2B portal
 - CSV-file
 - Fashion Cloud

The use of article images is only permitted within the scope of the rights of use granted in each case!

Security of your Customer Data

- Legally correct privacy policy.
- The use of customer data is limited to the online shop and its activities, in particular any resale of data is not permitted.
- If credit cards are used, conformity with the PCI standard must be ensured.

No brand-damaging content, in particular ...

- no violations of law
- no pornographic or sexist material
- no political, religious or ideological content
- no racist or violence-glorifying material

Supplementary Notes

Please be advised that the operation of an online shop is subject to numerous legal requirements and that the requirements listed in this documents are not exhaustive. Therefore, we recommend to obtain comprehensive legal advice in advance.

We would like to draw your attention to one aspect in particular:

For reasons of competition law, you must ensure that the offer in your online shop always refers only to available goods (also with regard to colours and sizes). Any violation of this requirement may result in warnings from competitors or consumer protection associations.

If you have any questions, please do not hesitate to contact our service team.

SOCIAL MEDIA GUIDELINE

Version: June 2024

If you as our partners operate social media channels, your social media presence is also to contribute to a stronger emotionalization of the individual CBR brands and increase their awareness. This common goal can best be achieved if your social media presence is designed in accordance with the respective CBR brand worlds.

THE FOLLOWING REQUIREMENTS MUST BE OBSERVED FOR YOUR PRESENCE ON SOCIAL MEDIA:

Your Profile Image, your Profile Name and the CBR Brands

- It is mandatory that your profile name comprises the following elements in the given order:
 - respective CBR brand
 - partner shop
 - name of the partner shop or place where it's located
- Please ensure that there is no likelihood of confusion with the social media presence of the CBR brands. This includes ...
 - that you are named as the owner of the respective page.
 - that you make clear under "information" or "our story" that you are a partner of the CBR brand(s).

Facebook



Instagram



The use of the CBR trademarks is only permitted within the scope of the rights of use granted in each case!

Brand Appearance

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All elements of the trademark, information on integration and permitted purposes of use can be found in the relevant Corporate Design Manual of the CBR brands which you can download in the download area of the B2B portal.

Images

- Only the current campaign material provided via the B2B portal must be used. The use of article images, photographs of print productions of the CBR brands and/or content of the CBR brands' social media presence (e.g., from blog posts) is not permitted!
- Excluded from the foregoing is the re-posting of posts inside an Instagram story from the social media channels of the CBR brands provided that the respective CBR brand is linked, our posts were not modified and your post must be clearly marked as re-posting.
- In the case of self-produced image material, the following must be observed (list not exhaustive):
 - If employees are used for this purpose, their written consent to the use of the images must be obtained in advance in accordance with the applicable regulations.
 - Customers must not be visible in the images, not even in the background, unless their written consent to the use of the images has been obtained in advance in accordance with the applicable regulations.
 - No use of image material that could damage the image of the CBR brands.
 - No graphic elements from the Internet may be used.

The use of any CBR brands' images is only permitted within the scope of the rights of use granted in each case!

Other Requirements

- You are responsible for all content in your social media channels yourself.
- The terms of use of the respective social media channel must be observed.
- Personal data obtained via your social media channels may only be processed within the parameters of the applicable data protection law.
- No use of brand-damaging content, in particular...
 - no violations of law
 - no pornographic or sexist material
 - no political, religious or ideological content
 - no racist or violence-glorifying material

Supplementary Notes

Please be advised that the operation of social media channels is subject to numerous legal requirements and that the requirements listed in this documents are not exhaustive. Therefore, we recommend to obtain comprehensive legal advice in advance.

If you have any questions, please do not hesitate to contact our service team.