

TERMS & CONDITIONS

PRODUCT DATA / IMAGERY



The below Terms & Conditions of use are applicable for imagery from all our brands. These must be agreed to in order to access and use all product/brand images and data.

1. All product data and imagery is restricted to one calendar year (01.01 - 31.12), after this period it is your responsibility for all imagery and product data to be updated/ replaced.
2. Images can be used on websites and/or printed materials, images may not be used for any output including but not limited to; flyers, posters, PR, Point-of-sale, window graphics signage, vehicle livery, TV, cinema etc.
3. BTC activewear does not assume liability for any claims from 3rd parties, such as photographers or models, due to the unauthorised use of the image materials provided when used outside of their licence year or terms.
4. Images and logos cannot be passed to a 3rd party without written approval from BTC activewear.
5. BTC activewear can update images without warning should a brand request a change. Such changes will be communicated to customers and should also be actioned wherever that product appears within their web/ print materials.
6. Images provided can only be used in relation to the specific promotion of the relevant brand/ product only.
7. **Model Images:** (Images which include a model/ face);
 - a. Business-to-Business (B2B) use only; printed materials and your own company website.
 - b. All imagery must be used in their original format and not modified (colour, shape, composite, illustration)
 - c. A use in the consumer segment, particularly on online platforms such as eBay, Amazon and Facebook is not permitted and may cause a cease and desist. Where appropriate a penalty could be applied by the rights holder of the images.
8. **Flat/ Hollowman Images:** (Images without a model/ face, garment only)
 - a. Business-to-Business(B2B) and Business-to Consumer(B2C) use.
 - b. Can be used on online platforms such as Amazon and eBay.
 - c. Images may be changed to include artwork (e.g. logo/ print design)

For any queries please contact websupport@btcactivewear.co.uk with the subject of Image/Data Terms. Please detail your requirements clearly and we will get back to you as soon as possible.

Please note; Some brands image/ data terms do not permit BTC activewear to provide access, on these occasions you will need to obtain these directly from the brands.