

DIGITAL BRAND POLICY WORLDWIDE

RiZZ B.V. 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, to protect the RiZZ B.V. brand identity online.

APPROPRIATENESS

The regulations laid down in this document apply to all Partners of RiZZ B.V. and their employees. They include all online expressions - whether on social media or in email campaigns - that are related to the business of RiZZ B.V..

The willingness to comply with our Digital Brand Policy is important, for this will help us maintain our reputation. Treating our brand identity with care and consistency adds to the success and longevity of our business relationships.

CERTIFICATION

Where required, each Partner shall have an authorised representative certify that he has read and understood this document and complies with the regulations laid down herein.

RiZZ B.V. expects immediate notification from existing Partners of any suspicion or concern of breaches, or any other non-compliance with the standards set out in this document, allowing for joint verification of facts and remediation. This applies to both our Partners and their subcontractors.

Failure to comply with our Digital Brand Policy may result in discontinuance of business relationships with immediate termination rights.

Any breach or concern related to the use of the RiZZ B.V. brand, products, designs, images or visuals, should be reported immediately to our Brand Policy Department at marketing@rizz.nl

Online Policy and Brand Identity

RiZZ B.V. and its Partners are related yet independent. To avoid confusion about the identity of RiZZ B.V. and the identity of its Partners, the identity of our business partners must always be clearly visible on their websites.

Site landing

When RiZZ B.V. provides the business partner with a destination link from the RiZZ B.V. webpage, or when the traffic comes from RiZZ B.V. sources, the Partner is obligated to show its visitors a page with the RiZZ collection. Landing pages of the business partner must be designed in their own specific style and preapproved by RiZZ B.V. via marketing@rizz.nl

Advertising & Campaigns

Approved advertising with RiZZ products may never lead to the display of other products or content. All images of RiZZ B.V. products are protected by copyright and can't be used for personal or company purposes when the copyright is from somebody else. All campaigns containing RiZZ B.V. visuals need to refer to relevant RiZZ B.V. pages and are not meant to be used as 'clickbait' for other/competing brands.

Keyword

Usage of the RiZZ name as a keyword in advertisements and on websites is **not** within the RiZZ digital brand policy guidelines. It is not allowed by the current Google guidelines to use a brand name in the title of an advertisement. Please see Google Ads Trademark Rules 101.

- Purchasing, directly or indirectly, the search name "RiZZ" or any misspelling or variant thereof from websites, search engines (Google AdWords/Bing Ads/other PPC platforms), or other directory referral services is prohibited.
- Additionally, the Partner is prohibited from (1) outranking RiZZ's internal paid search ad on any keywords, (2) direct linking to rizz.design from any paid search ads, and (3) using rizz.design as a display URL.
- In no event may the Partner market the Products under RiZZ brand names in combination with any other trademark, trade name, domain name, word or symbol, "tag line", "endorsement line" or "enhancing statement", whether owned by the Partner or a third party, including co-branding, double-branding, misspelling or other combinations.

Online reselling

In no event may the Partner sell to or use third party selling platforms or marketplaces (eg. bol.com, [amazon](http://amazon.com), [etsy](http://etsy.com), [craigslist](http://craigslist.com), [ebay](http://ebay.com)). Any exceptions require prior express written approval from RiZZ.

Logos, Images and Designs

Partners are not authorised to use any logo, image, visual or design of RiZZ B.V. on their websites without written consent of RiZZ B.V.: approval is required before placement.

Volumes

The extent to which the RiZZ B.V.-trademarks and products are presented on the website of the partner must be proportional to the current business volume of RiZZ B.V. products. This includes a monthly report of sales of the RiZZ B.V. products and the visibility of products on the website.

RiZZ B.V. Trademarks

Under no circumstances may the RiZZ B.V. trademarks, product photos, style information and other expressions referring to RiZZ B.V. create confusion on the part of visitors of the website regarding the identity of the website, this to sole discretion of RiZZ B.V. It is not permitted to use the name RiZZ in a domain name without written consent. Using a specific subpage named 'RiZZ' is only permitted upon written consent from RiZZ B.V..

Fair Competition

RiZZ B.V. strictly prohibits anti-competitive agreements or conduct, including fixing prices, restricting the supply of goods or services, bid rigging and market sharing. Without the approval of RiZZ B.V., no discounts can be applied to RiZZ B.V. products. We require our Partners to commit to free and fair competition and to abide by relevant competition laws and regulations.

PRODUCTS AND MARKETING PACKAGE

Products

When the Partner adheres to this Digital Brand Policy, RiZZ B.V. will supply RiZZ products. The number of products depends on the sales from the previous month and can be increased or decreased monthly.

Images and Content

RiZZ B.V. will deliver the images and content that describe the RiZZ B.V. products.

PENALTIES

Breaking the rules as a Partner

When breaking the rules as a Partner, RiZZ B.V. will take immediate action. The Partner will receive a notification with an official warning granting no more than 24 hours to correct any violations he has been notified of. If this warning is not followed, the Partner will receive a final warning with a 12-hour deadline. At this stage RiZZ B.V. will evaluate the discontinuation of any form of co-operation.

If RiZZ B.V. products, images, logo, and brand name are still being used by the Partner, RiZZ B.V. will take the following measures:

- The business relationship will be ended immediately
- The Partner may no longer sell RiZZ B.V. products
- The Partner is no longer allowed to advertise with the RiZZ B.V. logo and brand name
- The Partner loses the right to use RiZZ B.V. product images and other RiZZ B.V. designs
- Any consequential damage will be recovered from the Partner

When a business competitor uses RiZZ B.V. products, images, logo, and brand name for advertising, RiZZ B.V. will inform Google about the illegal use of the RiZZ B.V. brand name and will start to take away traffic by overbidding on keywords.

MISCELLANEOUS

This document does not replace but complements all other RiZZ B.V. terms including but not limited to the General Terms and Conditions of Sale, which remain fully applicable.