

## **TERMS AND CONDITIONS FOR SHARING YOUR PHOTOS WITH LACOSTE AND OF USE OF YOUR PHOTO BY LACOSTE**

We liked the photo that you shared on your social network. We would like to share your Lacoste style on our e-commerce site [www.lacoste.com](http://www.lacoste.com) and more particularly on our product pages.

This is why we are asking for your permission to use the photo that you published on Instagram, Facebook or Twitter.

As soon as we have your confirmation, your photo could appear on the product page of the Lacoste article you wear in the photo.

### **How do I share my photos with Lacoste?**

Do you want to share a photo with Lacoste so that it may be, if we like it, selected and published on our site [www.lacoste.com](http://www.lacoste.com) ?

For this, you must post your photos on Instagram, Facebook or Twitter adding on your photo or in the caption:

- one of the following hashtags: #Lacoste, #LacosteStyle, #Lacosteoriginal, #Lacoste(+) the crocodile emoji, or
- the following mention: @Lacoste

Please note that your profile must be public so that we can see your photo.

### **How are the photos selected?**

The photos selected must be in keeping with the spirit of the Lacoste brand and match the criteria below (non-exhaustive list):

- They must show at least one Lacoste product
- They cannot:
  - be of a violent, pornographic, offensive, defamatory or racist nature,
  - infringe personal privacy or violate the image rights of minors or any persons,
  - constitute an offence or unfair competition,
  - promote alcohol or any other drug,
  - violate the rights of ownership of brands, texts, photographs, images, videos, etc,
  - constitute an affront to common decency, incite the carrying out of certain crimes or offences, of provocation or discrimination, hate or violence, of any kind.

The captions or comments accompanying the photos cannot infringe on the reputation, the private life or the integrity of a person.

Lacoste is free to choose the selected photos and notably reserves the right to not select a photo which does not correspond to its criteria listed above, without the user having the possibility to make Lacoste, in any way, responsible for the rejection.

If your photo is selected, we will send you a message in order to obtain your authorisation to use your photo on our site [www.lacoste.com](http://www.lacoste.com). You will then be able to confirm your acceptance by adding “YesLacoste” in your photo’s caption.

### **What happens when I reply #YesLacoste?**

By replying #YesLacoste, you accept the present terms and conditions of use and you give to Lacoste, for the legal duration of protection of intellectual property rights: the worldwide, non-exclusive, copyright-free, assignable, and transferable right of use, the right of publication, reproduction, modification, and distribution of the published photograph (henceforth “the Photo”).

You give Lacoste the right to use the Photo in any use in Lacoste’s e-commerce or digital marketing, advertising and promotion, including but not limited to Lacoste’s websites, newsletters, social media or digital adverts. For any other use of the Photo, our team will contact you via the email address that you supply in order to collect additional and specific authorisations, ex gratia.

Additionally, you guarantee that you obtained the consent of the person featuring in the Photo so that this person may be used by Lacoste in the above mentioned media.

By replying #YesLacoste to the message from our account on one of our social media, you also declare and guarantee that:

- you are eighteen years or more of age;
- you took the Photo yourself and enjoy all intellectual rights and image rights of your photo.
- you have the adequate authorisation of the persons who appear in the Photo in order to give the rights detailed in the present terms and conditions of use.
- our use of the Photo as described here does not infringe on intellectual property and image rights of any third party, nor violates any law; and
- you have read, understood and you accept the present conditions of use.

You understand that Lacoste can use and/or modify the Photo without additional compensation or prior notification, as well as at their sole discretion.

### **How to make a complaint or remove my photo from the site [www.lacoste.com](http://www.lacoste.com) ?**

If you wish to make a complaint or remove your photo from the site [www.lacoste.com](http://www.lacoste.com), you can address your complaint or your removal request via the email address [ugc@lacoste.com](mailto:ugc@lacoste.com). We will reply and/or remove the photo concerned in the shortest possible period of time.

### **How do I exercise my rights regarding the protection of personal data?**

Pursuant to the applicable regulation regarding the protection of personal data, you have a right to access, correct, remove, limit the processing of your data, a right of opposition, a right to transfer your data, as well as a right to define the directives relating to the fate of your data after your death. These rights may be exercised by sending your request, at any moment, by email to the following email address: [ugc@lacoste.com](mailto:ugc@lacoste.com) or by post to the address: Lacoste Brand Digital, 31-37 Boulevard de Montmorency, 75016 Paris, France, accompanied by a copy of proof of identification.