

PLEASE READ CAREFULLY

## Terms and Conditions STUDIO2RETAIL

In these terms and conditions of STUDIO2RETAIL (hereafter "S2R"), a format organized by Fashion Council Germany e.V., in our capacity as the organizer of STUDIO2RETAIL, the S2R Website and Social Media accounts are referred to as "we", "us", "our" and the submitting party is referred to as "you", "your". The term "service provider(s)" refers to the Berlin Senate Department for Economic Affairs, Energy and Public Enterprises and the contracted companies within the format Berlin Fashion Week (for PR, Website, social media and related topics).

By registering your brand for the STUDIO2RETAIL network and/or by submitting your event entry into the STUDIO2RETAIL Event Calendar you agree to following Terms and Conditions:

### General Terms and Conditions

1. To ensure a consistent communication of STUDIO2RETAIL to the public, you commit to communicate your event or anything that is directly related to STUDIO2RETAIL and the Berlin Fashion Week accordingly to following guidelines.
  - a. In all publications the BERLIN FASHION WEEK & STUDIO2RETAIL logo must be integrated. Please find the Mediakit with all information, logos and guidelines [here](#).
  - b. In all Berlin Fashion Week-related publications, your media or press releases must refer to the Berlin Fashion Week. (e.g. "during Berlin Fashion Week"; "on the occasion of the Berlin Fashion Week"; "as part of the Berlin Fashion Week" etc.)
  - c. In all press releases include the [here](#) linked Boilerplate. Before releasing it, please send it us for approval to [s2r@fashion-council-germany.org](mailto:s2r@fashion-council-germany.org).
  - d. In all social media releases integrate the tag @berlinfashionwe (Berlin Fashion Week) and hashtag #berlinfashionweek, @studio2retail and hashtag #studio2retail
2. You commit to add [s2r@fashion-council-germany.org](mailto:s2r@fashion-council-germany.org) and [press@fashion-council-germany.org](mailto:press@fashion-council-germany.org) to your press mailing list.
3. All photographic and video material you provide to us need to include the copyright information. We and our service provider(s) are entitled to use this material unlimited in time in the context of documentation, social media, editorial use and reporting of Berlin Fashion Week and/or STUDIO2RETAIL.
4. Furthermore, we and our service provider are entitled to pass on your personal data obtained in the course of the Berlin Fashion Week, such as names, photographic and video material with copyright information to third parties (e.g. media).

5. The registration for the STUDIO2RETAIL network and its publication on eg. our website is valid until a written cancellation from your side is sent via email to [s2r@fashion-council-germany.org](mailto:s2r@fashion-council-germany.org). Until this has been done, the above stated conditions apply.

Event specific Terms and Conditions:

6. You commit to send us as soon as possible, but no later than 1 months after the event, photographic material and/or video material with copyright information. As mentioned above, the material may be used by us and our service provider in the context of documentation, social media, editorial use and reporting. You grant all necessary rights of use for this purpose.
7. You commit to send us, as soon as possible, but no later than 1 months after the Berlin Fashion Week, an After Report according to following Key Performance Indicators (KPIs), which will be used for a General Report for measuring the total and individual reach of each format presented at the Berlin Fashion Week.

The following counts should be measured at the end of your event:

- a. Count of guests in total.
- b. Count of press representatives (if applicable)

The following counts should be measured solely related to the Berlin Fashion Week:

- c. Social Media reach;
  - a. Hereby will solely be used the reach of Instagram.
  - b. Only measure your own posts, stories, reels, videos, livestreams, profile visits and top posts, uploaded related to the Berlin Fashion Week. Please do not include influencer reach and reposts.
  - c. A total reach of the following has to be reported.
    - i. Total Instagram Followers at the day of the Reporting.
    - ii. If so; Total post(s) reach. Please indicate how many posts.
    - iii. If so; Total reach of top post(s) of all posts posted.
    - iv. If so; Total story reach. Please indicate how many stories.
    - v. If so; Total reach of reel(s). Please indicate how many reels.
    - vi. If so; Total reach of livestream(s). Please indicate how many livestreams.
    - vii. Total reach of profile visits.
  - d. Likes are not included in the Reporting and can be disregarded.

You may have the right to request erasure of your personal data and information. This enables you to ask us to delete or remove personal data and information where there is no

good reason for us continuing to keep or process it. If your personal data is necessary, for example in order for us to comply with our obligations or for requirements to be established, enforced or defended, we are not required to delete your personal data.

You have the right to object to our processing of your personal data and information at any time for reasons relating to your personal life, where we are relying on a legitimate interest.

You have the right to withdraw a consent you have provided us with for the purpose of processing your personal data and information. If you wish to withdraw your consent, please contact us under [s2r@fashion-council-germany.org](mailto:s2r@fashion-council-germany.org)

However, we retain documentation on your consent two years after withdrawal. We do also reserve the right to retain your personal data for an extended period of time if deemed necessary to establish, exercise or defend our obligation.

The Fashion Council Germany e.V. is the data controller of your personal data and information. If you have any questions regarding this, please contact us under [s2r@fashion-council-germany.org](mailto:s2r@fashion-council-germany.org).

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