

# BELLA+CANVAS®

## IMAGE USAGE TERMS 2026

These terms and conditions set out how Bella+Canvas, LLC (“BELLA+CANVAS”) authorizes and consents to the use of certain photographs, images and video (“Photographic Works”) that are expressly provided by BELLA+CANVAS from time to time (“Terms”). Our Photographic Works are separated into different categories, and each category has its own specific usage rights. For example, each Photographic Work authorized for use is provided with a description confirming the territory it can be used in, the manner in which it may be used, who may use it, and for how long it may be used. Therefore, please read these Terms carefully, along with all communications relating to usage and expiration dates for specific Photographic Works. As set forth herein, these Terms cover usage of BELLA+CANVAS Photographic Works for the period between January 1, 2026 through December 31, 2026. Use of BELLA+CANVAS Photographic Works other than as provided in these TERMS is prohibited.

1. All Photographic Works, as well as the brand’s logos and trademarks depicted therein or separately, are the property of BELLA+CANVAS. Their use is limited to commercial marketing tools (such as catalogs, email marketing campaigns, sales brochures, and websites) which may be specified for each authorized user. The Photographic Works may not be used for any other purpose or altered in any way. Maintaining the consistency of the BELLA+CANVAS brand, images and products is essential. Therefore, authorization to use any Photographic Work, including images with human models, in marketing materials is always contingent upon using them only in relation to BELLA+CANVAS products.
2. Unless provided otherwise in writing by BELLA+CANVAS, all Photographic Works are subject to copyright and image rights and any usage rights granted pursuant to these Terms shall be for a period of one year, from **January 1, 2026 through December 31, 2026**. The Photographic Works may only be used in their original form, and no element may be modified. These Terms apply to any use, distribution, or publication of BELLA+CANVAS Photographic Works by an authorized user. An authorized user may be either a wholesaler customer of BELLA+CANVAS or a reseller who has obtained access to BELLA+CANVAS Photographic Works through a wholesaler customer.
3. Photographic Works, including those that contain model images, may only be used or modified in association with the name and logo of BELLA+CANVAS and its products, and not in connection with any other brand.
4. BELLA+CANVAS authorizes a user to decorate Photographic Works provided that the creations:
  - a. do not constitute a reproduction/counterfeit;
  - b. do not contain misleading content;
  - c. do not include degrading, illicit or criminal content;
  - d. do not damage or diminish the reputation of the BELLA+CANVAS brand; and
  - e. cease being used and are removed from all platforms in the same manner set forth in these Terms for non-decorated Photographic Works.
5. Any user granted authorized access to BELLA+CANVAS Photographic Works must keep any password, username, account information, and/or other identifiers or access codes to any repository where Photographic Works are shared or disseminated confidential. Any unauthorized use of any repository or account or any violation of these Terms by an unauthorized user must be reported as soon as possible to BELLA+CANVAS.

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6. The user understands and agrees that this authorization is limited to B2B and extended to B2C websites/online shops and social networks, and that each authorized user is responsible for promptly removing all images and other content of BELLA+CANVAS Photographic Works from its websites, folders, catalogs, or social networks prior to the expiration of the authorized usage period.
7. The user understands and agrees that any use of BELLA+CANVAS Photographic Works on social media platforms must comply with the legislation in force in the country of distribution, the social network's distribution rules, and image and intellectual property rights, particularly those of BELLA CANVAS and any models depicted in the Photographic Works.
8. In case of any violation of these Terms, including the scope or duration of authorized use, or any other violation of BELLA+CANVAS intellectual property rights, the user commits to fully indemnify BELLA+CANVAS for all damages, costs, expenses and indemnities of any kind (including attorneys' fees) as a result of complaints, claims, and/ or actions initiated by third parties based on the violation of their rights (including intellectual property rights and image rights) and/or any other costs or damage caused by the user's breach of these Terms.
9. If the relationship between BELLA+CANVAS and the user were to end (for any reason whatsoever), the authorization mentioned in these TERMS will end under the same conditions. In this case, the user will promptly remove all images and other content of BELLA+CANVAS from its websites, folders, catalogs, social networks, or any other source.
10. BELLA+CANVAS regularly updates its Photographic Works, and the repositories where such Photographic Works are made available. Such updates include the respective start and end dates of usage rights, which are made available for viewing and download. These repositories should be used to update an authorized user's catalogs, websites, and other commercial tools in compliance with these Terms and the specified usage periods.
11. As a user, you must respect this legal framework and you agree that by signing below, or by otherwise using any BELLA+CANVAS Photographic Work, you agree to these Terms. In addition, you agree you are responsible for removing all BELLA+CANVAS Photographic Works that are not expressly authorized pursuant to these Terms, and to replace any images with authorized imagery for the current usage period. This is a legal obligation, and your failure to comply with this obligation could give rise to legal proceedings against your company by image rights holders, or by BELLA+CANVAS, including enforcement of the indemnity obligations set forth herein.

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I hereby acknowledge that I have read and understood these obligations and that I shall comply with them.

DATE : \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
PRINTED NAME:

\_\_\_\_\_  
COMPANY: