



## **BITDEFENDER BRAND POLICY**

### **Bitdefender Search Engine Marketing Policy for Partners and Affiliates**

The content of this document is Bitdefender's Proprietary Information.

#### **Keywords**

- **Bitdefender used as single Keyword**
  - Use of the “Bitdefender” & “Bit Defender” is prohibited
  - Use of any variations or misspellings or misspelling variations of “Bitdefender” is prohibited
  - Use of product names of Bitdefender (for example Internet Security or Total Security) is allowed.
  - Partner shall not use the Bitdefender’s Trademarks in any online search engine marketing campaigns, without Bitdefender written approval.
  - Partner can’t bid on Bitdefender name or phrases including Bitdefender Trademark. The bidding on non-branded keywords shall be done only in accordance Bitdefender Search Engine Marketing Policy.
  - “Original” or “Official” cannot appear in any ad titles or descriptions;
- **Bitdefender used in Keyword Combinations**
  - Use of the trademark “Bitdefender” in combination with other keywords is prohibited - Use of any variations or misspellings variations of “Bitdefender” in combinations with other keywords is prohibited.
  - Use of trademarked product names of Bitdefender in combination with other keywords is allowed (for example: total security for PC’s).
- **Bitdefender in Shopping campaigns**
  - Trademark keyword “Bitdefender” should be included as negative keyword for shopping campaigns

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## **Adtext**

- “Original” or “Official” cannot appear in any ad titles or descriptions;
- Trademark “Bitdefender” or a trademarked product name can appear in ad text, including headlines;
- Any variations or misspellings or misspelling variations of “Bitdefender” or trademarked product names of Bitdefender in the ad text are not allowed;
- Using the registered symbol (R), (TM) or (C) symbol is prohibited;
- Direct Linking to Bitdefender’s Website is not allowed;
- The display of prices, coupons and rebates is prohibited. Shopping campaigns and regular campaigns with discount, not bigger than our official calendar discounts.

## **Landing Pages**

- Bitdefender website cannot be framed by a partner or affiliate landing page using iframes or any other kind of similar technique;
- Partners and affiliates need to make sure, that the look & feel differ from the actual website of Bitdefender;
- Partners and affiliates need to display their own logo and contact information.

## **Reporting Access**

- Reporting access to campaign platforms to be granted to Bitdefender

## **Fraud Management**

- Disregarding this Policy will be documented by the Online-Marketing Team of Bitdefender
- Violation of this rules result finally in Cancellation of all relevant transactions and termination of partnership with Bitdefender.

## Social Media Policy for Partners (non-exclusive partners and resellers)

- Non-exclusive partners and resellers **are not allowed to create new Social Media Channels related to the Bitdefender brand** (using Bitdefender name, logo, brand avatar and other related assets) and they are encouraged to redirect their clients via the official Social Media Channels of Bitdefender  
(<https://www.facebook.com/bitdefender>; <https://twitter.com/Bitdefender>; <https://www.linkedin.com/company/6825>; <https://www.youtube.com/channel/UCCuVBVczq1ShkwL-BXRU6UA>).
- If they already have Social Media accounts (active or inactive) they will be notified to close them. If they will not answer when contacted via email by the Bitdefender Field and Channel Marketing Representative or cannot be reached, the Bitdefender Global Social Media Manager is entitled to take any action necessary in order to close those accounts.

### **Exception to be made:**

- In regions where we do not have a Country partner, but instead one important Reseller/Authorized distributor -> if the Reseller/Authorized distributor has a strong presence on Social Media (dedicated channels with Bitdefender in the naming, periodically updated channels with relevant and qualitative content, a considerable community in terms of numbers and engagement, replying in a timely, correct and appropriate manner to the questions asked by these community, question regarding Bitdefender products but not only), we can consider it an exception and allow this Reseller/Authorized distributor to keep these Social Media channels.
- The exception is applied only if the responsible managing the Social Media channels (using Bitdefender in their naming ) from the Reseller/Authorized distributor will continue to periodically update these channels with relevant and qualitative content, keep a growing community trend in terms of numbers and engagement and rely in a timely, correct and appropriate manner to the questions asked by these community. The rest of the terms applicable to the Country Partners will remain valid and will be recognized by the above-mentioned Reseller/Authorized distributor.

## Social Media Policy for Bitdefender Country Partners

### **Social Media (SM) CHANNELS MANAGEMENT**

- The Country Partner has the **right to create and manage independent Social Media Channels related to Bitdefender brand**, as long as the Country Partner has the exclusivity partnership rights.
- The Country Partner has **the responsibility to grant access to all the Social Media channels** new created or already existing and related to the Bitdefender brand. The access will be granted directly to the Bitdefender Field and Channel Marketing Representative – if the passwords for the Social Media channels are changed or the access is in anyway obstructed due to technical

reasons, the Bitdefender Field and Channel Marketing Representative should be announced as soon as possible. The Bitdefender Field and Channel Marketing Representative will not make any changes on the Partners' Social Media channels, without prior information of the Partner, except for the serious breaches of the Brand Policy when the changes can be made to stop any other damages to Bitdefender without prior modification.

- **When the exclusivity contract expires, the Partner from that specific region is obliged to hand over the accounts** and all their passwords for the new Partner of that specific region to take over and continue the communication on the same Social Media Channels.

## **CONTENT CREATION FOR SM**

- The Country Partner can be granted **access to the social media materials used on the main communication campaigns developed for the Bitdefender Social Media Channels**. These materials can be provided by your Bitdefender Field and Channel Marketing Representative Partner's. The Partner:
  - Cannot modify the materials in such a manner that they will not be compliant with the Brand Guidelines;
  - Cannot remove or alter any copyright or other proprietary notices contained in the materials;
  - Can translate the materials in other language.
- The Country Partner has **the responsibility to generate new content for the ongoing communication** on these Social Media channels, besides the above mentioned materials. The Partner:
  - Is solely responsible for the form, content, and accuracy of any material published on the Social Media Channels related to the Bitdefender;
  - Has to make sure that the content created is compliant with the Brand Guidelines; ○ Steers away from content that contains defamatory claims about any direct or indirect competitor of Bitdefender. ○ Grants Bitdefender a royalty-free, perpetual, irrevocable, non-exclusive license under the intellectual property rights to use, reproduce, modify, adapt, translate, publish, display, and redistribute the content generated (in whole or in part) worldwide, and to incorporate that content in other works in any form, media, or technology now known or later developed, for the full term of any rights that may exist in such content. Bitdefender is not obligated to exercise the rights the Partner grants above.

## **COMMUNITY MANAGEMENT ON SM**

- The Country Partner has **the responsibility to answer in the adequate manner and time to the comments** published on the Social Media channels they manage.
- Certain Social Media Channels/ company blogs enable users to submit content or other information that will be made available to other users of the Bitdefender social media channels/ company blogs. The Partner:

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- Is NOT responsible for the content of user submissions,
- But has the obligation to remove any user-submitted content that violates the Bitdefender Brand Guidelines.

## **Dos and don'ts when replying on Social Media**

### **Style and tone of voice**

- Respond to users' queries as quickly as possible. Not answering in a timely manner can strengthen the voice of unsatisfied users.
- For technical and commercial topics we advise you to double check the answer with your Bitdefender Field and Channel Marketing Representative (that will confirm your response with our Support, PM and/or PR teams).
- Act as a team, not as an individual (Use "We" instead of "I")
- Personalize your reply; your responses to comments should never be copy and paste. Once people start noticing that comments receive the same message in reply, it will only make you seem insincere and inauthentic. As with any message you post publicly to your audience, you need to highlight that you care. If you communicate to your customers in the exact same way every single time, you will tarnish your brand identity.
- Your replies on the Social Media channels must not encourage hateful speech, bigotry, discrimination of any kind (based on race, ethnicity, sexual orientation, religion, physical appearance and others).
- Offer few to none details about our back office work, instead make sure the customer knows he will be assisted right away.

### **Managing negative comments**

- If the user is very angry/upset, avoid redirecting away to other channels/ teams. If possible, solve the issue right away. If not possible to solve the issue right away, encourage the user to transition the conversation to a more private place, like in the direct messages of the social network the negative comment came from.
- In the case of negative comments related to our brand, company or products, we recommend you to respect other users' point of view and to be polite. Defending our brand, company or products in an aggressive manner is not the recommended approach.
- Responding to negative messages as soon as possible shows that you care about what the users have to say. By addressing their concerns directly, you have the opportunity to change their mind about the topic they are complaining about.
- In an issue or crisis situation (major technical issues that are commented also on Social Media channels) get in contact with your Bitdefender Field and Channel Marketing Representative. He/she will advise you on how to handle the situation, how to build the reply in order to create a unified voice on all channels and to contain the crisis.

## GENERAL

If authorized in written to use the Bitdefender Trademarks, the partner can use Bitdefender Trademarks in the conditions stated in this Bitdefender Brand Policy only for distribution, reselling and marketing of the Products, but it is not allowed to register any company or commercial name, trademark or domain names that consists of or contains the name “Bitdefender” or any similar name or other Bitdefender Trademarks. If this obligation is breached, Bitdefender will consider this a material breach and Partner shall immediately transfer or assign the rights to any such registration to Bitdefender and pay the damages caused to Bitdefender. The Partner will not reproduce, copy, and duplicate the Product or trademarks owned by Bitdefender without the written consent of Bitdefender, except as necessary in the ordinary course of performing its obligations under the Agreement signed with Bitdefender.

Partner shall not damage the Trademarks, Product and Bitdefender’s Company image. If the Trademarks, Product and Bitdefender’s Company image are damaged by Partner’s action, the Partner shall financially compensate Bitdefender for all the damages. The Partner will indemnify, defend and hold harmless Bitdefender against all liabilities, losses, damages or expenses, including reasonable attorneys’ fees and costs, which Bitdefender may incur as a result of any claim, suit or proceeding brought or threatened against Bitdefender resulting from third party rights, except to the extent that such claims arise from information or Materials supplied by Bitdefender. Partner has the right to propose Product improvements to Bitdefender. Bitdefender will analyze the Partner’s proposals and in Bitdefender’s sole and exclusive discretion, Bitdefender may apply them. Upon submission of any suggested change or improvement, it shall become the sole and exclusive property of Bitdefender. By such submission, Partner waives any right in any such suggestion Partner may have, and irrevocably consents to Bitdefender’s unrestricted use thereof.

Bitdefender can authorized the Partner to make the translation into a specified language for Products, documentation and any related material. Bitdefender will provide all applicable documents and shall prior approve any translation prior to release. All translation necessary for localization of the products will be executed by Partner using translation kit provided by Bitdefender. The Partner is not authorized to use its own Translation Kits. Bitdefender owns all the copyrights for all the translated versions.

Partner shall notify Bitdefender of any rights of Bitdefender’s copyright or trademark rights within 2 days of the date Partner learns of the infringement or has reason to believe infringement has occurred or is likely to occur. Partner has the obligation to notify these obligations to its partners and it remains responsible for their compliance with the contract obligations.

**Violation of these rules results finally in termination of partnership with Bitdefender.**