



## **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

#### **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 the display calendar discounts.

#### **Landing Pages**

- The 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 BD SEM Manager

### 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.

## BITDEFENDER SOCIAL MEDIA CHANNEL MANAGEMENT POLICY

### Exclusive Partners' rights and responsibilities ONLY:

- The Partner having an exclusivity right for a territory, has the **right to create and manage independent Social Media Channels related to Bitdefender brand**, for as long as the Partner has the exclusivity partnership rights.
- The 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 Global Social Media Manager, using the following correspondence email address: [eservices@bitdefender.com](mailto:eservices@bitdefender.com) . If the passwords for the Social Media channels are changed or the access is in anyway obstructed due to technical reasons, the Bitdefender Global Social Media Manager should be announced as soon as possible. The Bitdefender Global Social Media Manager 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 to the Bitdefender Global Social Media Manager, using the following correspondence email address: [eservices@bitdefender.com](mailto:eservices@bitdefender.com) to take over and continue the communication there.
- The Partner can be granted **access to the social media materials used on the main communication campaigns developed for the Social Media Channels**. These materials can be provided only by the Partner's official Channel Marketing Manager and/or by the Global Social Media Manager responsible with the creations of those materials.
- The Partner:
  - o Cannot modify the materials in such a manner that the result will not be compliant with the Brand Guidelines detailed on <http://www.bitdefender.com/company.html> at Brand Guidelines Section.
  - o Cannot remove or alter any copyright or other proprietary notices contained in the materials;
  - o Can translate the materials in other language if prior authorized by Bitdefender according to the applicable Terms and conditions.
- The Partner has **the responsibility to generate other 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;
- The 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 has the obligation to remove any user-submitted content that violates the Bitdefender Brand Guidelines.

#### Other Partners' (non-exclusives):

- Are **not allowed to create new Social Media Channels related to the Bitdefender** brand 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://plus.google.com/b/117140146509727079492/+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 Channel Marketing Manager or cannot be reached, the Bitdefender Global Social Media Manager is entitled to take any action necessary in order to close those accounts.

#### 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 trade mark 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 result finally in termination of partnership with Bitdefender.**