

# PULL&BEAR

## PRESSROOM

### PRIVACY POLICY

Subject to having been granted previously a user name and a password, through this microsite you may watch and download photographs concerned with campaigns of the brand Pull&Bear (“Photographs”).

Upon filling out the registration form an application is made for a user name and a password to access the microsite’s contents. Industria de Diseño Textil, S.A. (“Inditex”) may decide, at its own discretion, whether or not to grant said application. Therefore, filling out the registration form does not entail the granting of the user name and the password needed for accessing the microsite’s contents. Filling out the registration form entails acceptance of these terms and conditions.

Only professionals who work at, or collaborate with, print media may request a user name and a password. For these purposes, “print media” shall mean newspapers and magazines in paper format, the web sites of such newspapers and magazines, and the web sites of newspapers and magazines which are published only through the Internet.

Only users who are granted a user name and a password may make use of the Photographs (“Authorized Users”). In any case, Photographs can only be used in the print media indicated in the registration form (“Authorized Media”).

Authorized Users may use the Photographs for the purpose of illustrating news and information features published in the Authorized Media, in connection with Inditex, Pull&Bear chain-stores or the products commercialized therein, always provided that: (i) such use is made (a) for spring/summer season Photographs within the 1st of February and the 31st of June of the year of the relevant campaign, (b) and for autumn/winter /summer season Photographs within the 1st of July and 31st of January for autumn/winter season Photographs; (ii) a clearly visible notice is placed at the bottom of each of the Photographs which reads “Pull&Bear”.

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The Photographs shall not: (i) be used in any manner implying that there is a commercial, cooperation or sponsorship relationship between Pull&Bear chain-stores or other Inditex's chainstores, Inditex or any of the companies that are part of the Inditex Group, and the Authorized Users and/or the Authorized Media; (ii) be used for any purposes, or in any print media, other than those expressly provided in these terms and conditions; (iii) be incorporated in the frontpage, or home page, of any publication unless written consent is granted for such purposes upon request sent to [showroom@pullandbear.com](mailto:showroom@pullandbear.com); (iv) be altered, amended and/or transformed, except for such non substantial alterations/amendments which are strictly necessary for the adjustment of the Photographs to the editorial format on which there are included; (v) be used in a manner that may denigrate or be detrimental to the trademark Pull&Bear, to the Pull&Bear chain stores or other Inditex's chain-stores, to Inditex or any other companies that are part of the Inditex Group; (vi) be used in news, features or any other type of information, whose contents might be harmful to the Pull&Bear chain-stores or other Inditex's chain-stores, to Inditex or any other companies that are part of the Inditex Group, or to the models whose image is reproduced in the Photographs.

The authorization granted to Authorized Users, including the relevant user name and password, is nontransferable and is expressly subject to compliance with these terms and conditions. Inditex reserves the right, at its own discretion, to revoke or amend at any time the abovementioned authorization. Likewise, Inditex reserves the right to take legal measures against any use of the Photographs (i) that does not comply with these terms and conditions, (ii) that infringes the intellectual or industrial property, image or similar rights, of Inditex, of any of the companies that are part of the Inditex Group, of the models featured in the Photographs, or of any third party; or, (iii) that breaches any applicable law.

All rights over the Photographs are reserved to ITX MERKEN, B. V. ITX MERKEN, B.V., as holder of the rights over the Photographs, has authorized Inditex to allow the use of the Photographs in the manner provided in these terms and conditions.



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Upon the request of Inditex the Authorized Users and the Authorized Media shall take all measures necessary to cease use of the Photographs. Likewise, the Authorized Users and the Authorized Media will be liable for the damages, costs, fees and expenses that may arise out of the unauthorized use of the Photographs, and shall hold Inditex and the companies that are part of the Inditex Group, harmless against any claims that may arise out of the breach of these terms and conditions. In case of any discrepancy between the English and Spanish version of these terms and conditions, the Spanish version shall prevail.

These terms and conditions shall be governed by Spanish law. Likewise, any controversy arising out of these terms and conditions and/or of the use of the Photographs shall be submitted to Courts of Madrid (Spain).

### **DATA POLICY OF THE PULL&BEAR PRESS WEBSITE**

Personal data provided by you will be stored on a file and processed for the sole purpose of managing access to this microsite. Industria de Diseño Textil, S.A. (Inditex, S.A.), with registered offices at Avda. de la Diputación, Edificio Inditex, 15142 Arteixo (A Coruña), Spain, is responsible for the abovementioned file and undertakes to respect the confidentiality of your personal data. In order to fulfil the abovementioned purposes in case you select other markets for which you wish to register it would be necessary to communicate your personal data to the Inditex, S.A.'s subsidiary located in the relevant market. Therefore, upon filling out this registration form you authorize us to communicate your personal data to said subsidiary. You may exercise your access, rectification, cancellation and opposition rights by sending a written notice to the attention of "Organic Data Protection Act Function"