

## One-pager: Information regarding Aritco Lift AB's Personal DesignWall and copyrighted pictures

**Aritco Lift AB is offering the concept DesignWall. This enables the end customer to, in connection with an order of an Aritco HomeLift, request a print of a self-selected picture to be mounted on the DesignWall in the lift. This one-pager is information to you as a partner regarding personal DesignWall pictures. The purpose is to inform you of copyright aspects regarding the DesignWall and pictures to be aware of and to ease your contractual relationship with the customer.**

The pictures provided to you by the customer may be protected by, inter alia, copyright. As a general rule, copyrighted works may not be used, for example by copying, without the owner's consent. However, as an exemption from the general rule, private individuals may make copies of copyrighted works for private use. Please note that this exemption shall be narrowly interpreted and only allows for one or a few copies and for such copies to be used in private life, e.g. within the home and may not be shared with others than immediate family and friends. The customer is entitled to use the services of a third party to make a copy of the picture, provided that the private individual provides the third party with the picture. Otherwise, it may be considered that the picture has been used for commercial purposes which is generally prohibited.

When you accept the customer's order of a picture on the DesignWall, you are providing the service to make copies of a picture which may be protected by copyright. Hence, in order to fall within the scope of the exemption for private use, it is important to ensure that the customer provides the pictures, that only one or a few copies are made and that you use the same sample of the picture as provided by the customer. Moreover, it is recommended to stipulate certain terms towards the customer, e.g. to (i) clarify that the picture may only be used for internal purpose by the customer (e.g. not marketing purposes); (ii) that you are entitled to deny pictures and use that infringes copyrighted works of a third party; and (iii) that the customer is responsible to ensure that the picture does not infringe intellectual property rights of a third party. See an example of such a provision to be used towards the customer below.

*The customer is solely responsible for ensuring that the picture provided for the DesignWall does not infringe any third party's intellectual property rights or violate any applicable laws or regulations. The partner reserves the right, in its sole discretion, to reject a picture which may constitute an infringement or is otherwise considered unlawful or unsuitable for the DesignWall. The customer acknowledges that the DesignWall and the picture may only be used for private use and not to be commercialized, copied and/or distributed in any way.*

Please note that the above provision constitutes a suggestion, and you are free to decide on the terms towards the customer.

This document is not a binding document. It's based on Swedish law and deviations regarding use of copyrighted works may apply in other countries. Hence, each Partner must make its own assessment of whether the picture provided by the customer could lawfully be copied and used in each case, e.g. if the exemption for private use is applicable. The terms between and Aritco and you as a Partner are solely governed by the Partner Agreement regarding the purchase of the Lift.

