

Content requirements for your online-shop

For our Street One and Cecil retail partners, it is possible to open your own online shop, in which the branded products are offered. The quality standards that you are required to fulfil for this are based on the high service pledges of the brands and the service level that our customers expect. Your online shops also contribute to emotionalising the individual fashion brands more intensively and increasing the brand awareness. This joint goal can best be achieved if your online shop is designed in accordance with the relevant CBR brand worlds.

The following specifications must be complied with for your planned Online shop

Brands and company names

- Your company name must be visible and clearly identifiable in the header section of the website
- CBR brands/trademarks or their constituent parts may not be used for SEA (search engine advertising).
- Use of the brands in the URL of the online shop is only permitted for the technical set-up of a sub-page which gives direct access to the corresponding range of CBR branded goods on offer (post-domain path e.g. www.fashion-partner.com/cecil).

Brand presence, product description

- Professional integration of the brand elements in accordance with the corporate identity of the relevant CBR brands; in particular, correct rendition of the brand logos must be ensured (all brand elements, as well as the relevant integration can be found in the Marketing Toolbox)
- Correct product description in accordance with the CBR brand world

Photos

- No use of "lay models"
- -Professional photos
- Resolution on the longer side at least 1200 pixels Presentation of the products (item photos) "free-standing on dummies"
- At least 3 photos per item in different views (except for accessories)

Product range, target markets

- The range of products in the online shop must correspond to range available at the POS
- Online sales in foreign markets are permitted, with the exception of sales into the Swiss market

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Security of customer data

- **Legally flawless data protection statement**
- **Use of customer data is limited to the online shop and its activities, specifically no onward sale of the data occurs**
- **With the use of credit cards, conformity to the PCI standard must be ensured**

No brand-damaging content on the online shop website, particularly

- **no legal violations**
- **no pornographic / violent material**
- **no political, religious or philosophical content**
- **no racist material**

Are you planning to start your own Internet shop? Please let us know about your project as soon as possible, however, no later than four weeks prior to going live. For this, please contact your Service Team.

Legal remarks:

We point out that the operation of an Internet shop is subject to numerous legal requirements and recommend that you obtain extensive legal advice. At this point, we would particularly like to make you aware of one aspect:

For competition law reasons, you must ensure that the website always relates only to available products (also regarding colours and sizes). A breach of this requirement can result in warnings from competitors or consumer protection associations. Therefore, we recommend that you ensure that you only offer available products in your Internet shop.

If you have any questions, please feel free to contact your Service Team.

The text above is a translation of the German original version. In case of unclear or contradictory provisions, the German version shall apply.