

Digital Materials Usage

Belk approved vendors are often selected for brand exposure and promotion by Belk in print ads, television commercials, on www.Belk.com , and on our social media channels which include Facebook, Pinterest, YouTube, Twitter, Blogs, Instagram, Polyvore, Google + and other similar sites now available or that may be created in the future. We want you to be aware of our program in the event your products are chosen for promotion. Here are the basics:

1. We would most often use digital materials from Belk.com, Belk created digital materials or the digital materials provided to us by your company. We will only show your brand/product in a positive light.
2. Your company warrants that you own the rights to the digital materials which your company provides to us for use in our marketing efforts, including the social media sites, and that your company is giving Belk a license to use these digital materials which is revocable by your company upon 60 days written notice. Should a third party challenge Belk's right to use the digital materials your company supplied to Belk for this purpose, your company will defend Belk for our use of the digital materials you provided to us.
3. Belk will not distort or edit vendor provided materials. However, Social Media sites have their own specifications for images posted on their sites. Vendor provided images may need to be resized or otherwise adjusted by the site owner to fit their social channels restrictions before posting them. Belk has no control over this situation, and cannot make assurances to you that such adjustments won't happen.
4. From time to time we will take our own photos or video of special events in the store, a fashion show, a charitable event we sponsor, a display, etc. which might contain a picture of your product in the shot, and we will post these Belk created and owned digital materials on one or more of the Belk web sites, social media sites, print, and/or other Belk marketing media.
5. Belk retains the discretion as to if, when, what and in what frequency to post vendor provided and/or Belk produced digital materials to any of Belk's web sites, blogs social media sites, and/or other Belk marketing media. Our social media department is small and we are not equipped to grant preapproval of postings, **but upon 48 hours written notice, we will take down any posted image, video or other media that you find objectionable.**