

## **RED ELEVEN TERMS AND CONDITIONS**

### **Usage**

All usage must be agreed in writing prior to the booking and will specify territory, media, and duration. Any use outside the agreed terms will incur additional fees calculated at no less than 100% of the original usage fee, plus retrospective licensing for the period of unauthorised use.

### **Social Media**

All social media usage must be negotiated as part of the agreed usage. This includes organic posts, paid advertising, boosting, whitelisting, tagging, and usage across all platforms.

### **Artificial Intelligence (AI)**

All images, video, and visual material featuring the Model are supplied strictly for the agreed usage. The Client shall not use, adapt, manipulate, or reproduce the Model's image or likeness in connection with artificial intelligence technologies without prior written consent from Red Eleven Management Ltd. This covers both:(a) the creation of new AI-generated material featuring the Model (including digital twins, replicas, avatars, virtual models, or synthetic content); and (b) the use of AI to modify or alter commissioned imagery in which the Model appears (including product substitution, accessory or background changes, and any alteration to the Model's likeness or appearance). Commissioned material may not be used to train, fine-tune, or inform any AI model, dataset, or machine learning system, whether by the Client or any third party (including agencies, retouchers, production partners, or contractors). Any approved AI use must be agreed in writing and will incur additional fees. Unauthorised use constitutes a material breach of this Agreement.

### **Likeness Protection**

The Model's likeness, voice, and identifying characteristics shall not be replicated, simulated, or used to create derivative works (digital or physical) outside the scope of the agreed booking.

### **Cancellation Policy**

Less than two (2) working days' notice: 50% of the total Artist Fee.

Less than one (1) working day's notice: 100% of the total Artist Fee.

### **Rollover & Third-Party Use**

Any extension of usage will incur a 100% fee of the original usage unless agreed otherwise in writing prior to expiry. The Client may not release material to third parties outside the contracted period without prior written consent. The Client named on the contract remains liable for any additional or rollover fees.

### **Overtime**

Overtime will be charged at the agreed rate for any time worked beyond confirmed booking hours.

### **Payment Terms**

20<sup>th</sup> of Following month unless negotiated at time of booking.