

Online Communication Guideline

May 1st 2022

- Provided that the Terms of Delivery and this current version of YOGI TEA GmbH Online Communication Guideline are complied with, the customer may feature, sell or promote our products online via its own website, webshop and social media channel, including where such sales are generated through permitted forms of online advertising (e.g. online display, search and social media advertising). It is not permitted to sell our products on a third party online marketplace, except as expressly authorised by YOGI TEA GmbH.
- The customer shall use the provided materials only in combination with the YOGI TEA®, Yogi® or CHOICE® brand.
- The customer shall ensure a visual look & feel that is in line with the YOGI TEA®, Yogi® or CHOICE® branding.
- The customer may only use texts from the YOGI TEA®, Yogi® or CHOICE® packages, the YOGI TEA® or CHOICE® websites or from material provided on the media library.
- The customer is overall responsible for all the content published and promoted on his websites, webshops or social media channels.
- In case of any type of objection, it is the responsibility of the customer to take adequate action in consultation with YOGI TEA GmbH, executing immediate changes where required to prevent damage to both parties and the brand.

Website / Webshop

- The customer shall ensure that its website or webshop is not perceived as being owned and operated by the brand owner of YOGI TEA®, Yogi® or CHOICE®. Thus, the customer's own logo needs to be prominently visible, indicating that they are a customer of YOGI TEA GmbH and not the brand owner.
- The customer will incorporate the "Imprint" on its website or webshop in a well accessible manner, providing the relevant legal entity details.
- The customer assures not to register, buy and/or use any 'yogitea' domain (e.g. www.yogitea.ee) or to buy and/or use a URL containing 'yogitea', 'yogi-tea', 'yogi.tea' (e.g. www.yogiteainpoland.com) or similar. The same applies for Yogi® or CHOICE®.
- The customer will apply the 'Brand Design Guidelines', the 'Website Guidelines' and the 'Webshop Guidelines', provided by YOGI TEA GmbH.
- The customer agrees to only use the materials (e.g. logo, packshots, images, texts) that have been provided by YOGI TEA GmbH.
- The customer shall ensure that it uses up to date images (e.g. packshots) and texts.
- The colors used on the website or webshop should match with the provided color scale in the 'Design Guidelines' (esp. for packshots and titles).

Social Media:

- The customer is allowed to publish content related to YOGI TEA®, Yogi® or CHOICE® in their Social Media Channels for the purposes of promoting the brands.
- The customer shall not publish any content that denigrates or otherwise damages the YOGI TEA®, Yogi® or CHOICE® brands and shall monitor its Social Media Channels for any such content that may be posted by others.
- In case the customer does not yet own any social media accounts (i.e. Facebook), they undertake to inform YOGI TEA GmbH before opening a new profile dedicated to YOGI TEA®, Yogi® or CHOICE®.
- The customer shall ensure that the Social Media profile is not perceived as being owned and operated by the brand owner and to declare in the 'About' section of the Facebook account that the profile is not the official YOGI TEA®, Yogi® or CHOICE® page.
- The customer shall not take/use 'yogitea', 'choice' or 'yogi' as the unique name of the social account or use it in the vanity URL. The customer is allowed to use the name 'yogitea', 'choice' or 'yogi' as a part of the account name (e.g. 'Inbox Trade partner of YOGI TEA®')
- The profile photo needs to show the customer's logo. It can be used in combination with the YOGI TEA® logo, but the YOGI TEA® logo should never be used alone. The same applies for Yogi® or CHOICE®.
- The customer agrees to refrain from responding to incoming customer inquiries in the name of YOGI TEA GmbH. In case of specific questions (i.e. use of the teas, ayurvedic information, and health related questions) the customer may redirect its customer to the official YOGI TEA® Website/"Customer care" desk. The same applies for Yogi® or CHOICE®.
- The customer agrees to share the page insights (i.e. developments of fans) whenever YOGI TEA GmbH requests so.

Law and Jurisdiction

- German law applies (with no renvoi).
- Place of jurisdiction is Hamburg, Germany.