



MILLFIELD
ENTERPRISES

Millfield English Language Holiday Courses (MELHC) Use of Content Policy

Agents can use content (e.g. text, photo and videos) supplied by Millfield Enterprises in the following ways (providing the use is solely for the promotion of the Millfield English Language Holiday Courses): websites; blog posts; social media; advertisements; marketing campaigns; corporate presentations; newspapers; magazines; web and mobile applications.

If using content to promote English language courses in general, any content provided by Millfield Enterprises must be referenced as the Millfield English Language Holiday Courses. For example, if using a photo in an advertorial for a newspaper or magazine about the services an agency offers, the agency must caption the photo as Millfield English Language Holiday Courses, and where applicable, of the specific campus (Street, Bruton or Glastonbury).

Content will only be provided to parties who hold an Agency Agreement with Millfield Enterprises.

Agents must not use content provided by Millfield Enterprises in the following ways:

No Unlawful Use - Content must not be used in any unlawful manner.

No Editing Content - Content must not be edited or altered in any way, with the exception of basic editing of photos to include only cropping, resizing, brightness and/or contrast.

No Standalone File Use - Content must not be made available as a standalone file that people can download, extract, or redistribute (meaning a separate file from the final project or end use e.g. a brochure which contains our photos is acceptable to download, but not the individual photos themselves).

No Use in a Trademark - Content must not be used as part of a trademark, tradename or logo.

No False Representation - Content must not be used to represent anything other than the Millfield English Language Holiday Courses, nor should agents falsely represent that they are the original creator of Millfield Enterprises' content.

No Products for Merchandising Use - Content must not be used in connection with any goods or services or distribution including, but not exclusive to, stationery items, clothing, paper products, cards or posters.

No Electronic Templates - Content must not be used in electronic or digital templates, for example, website templates, business card templates, electronic greeting card templates or brochure design templates.



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Further notes:

Storage of Photos and Videos – Computers, external hard drives, devices and laptops containing photographs and videos provided by Millfield Enterprises should be password protected and/or encrypted. If any of the above items containing photographs and videos provided by Millfield Enterprises are breached or lost, Agents must inform the Media Co-ordinator immediately at media@millfieldenterprises.com

Subcontractors - Agents may allow subcontractors (for example, printers or designers) to use content in any production or distribution process related to their final project or end use (for example brochures or flyers). These subcontractors and distributors may not use the content for any other purpose and must delete the content once the final project or end use has been completed.

Content Withdrawal - Millfield Enterprises may withdraw consent to use content at any time and may require Agents to immediately, and at their own expense cease using the content, delete or destroy any copies, and ensure that your clients, distributors and/or employer do likewise. In addition, Agents may use content for a maximum of 2 years, after which the original content must be deleted from your files and not used in any further publications or projects. Content (e.g. photographs and videos) is named to include the year that it was produced and we ask that Agents do not change the names of the files they receive from Millfield Enterprises as it is their personal responsibility to ensure that files are deleted after 2 years.

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Document Owner(s)		
Mark Greenow		
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