

CHARTER FOR THE USE OF HERGÉ'S WORK ON SOCIAL NETWORKS

The objective of this charter is to specify, without being exhaustive, some of the rules to comply with regarding the use of all or part of Hergé's work on social networks, both in ephemeral formats (such as stories) and permanent formats (publications, reels, IGTV, etc.). The following rules are given as an indication and must be applied in good faith by users.

Any use of this work or any of its elements on social networks other than by virtue of a specific prior written agreement with Moulinsart must be done in compliance with this charter and with the applicable national and international copyright rules.

This charter applies to all users of social networks, both natural and legal persons, as well as de facto associations and groups or organisations that do not have legal personality.

A – RIGHTS HOLDER

1• Moulinsart, the public limited company, (162 Avenue Louise, 1050 Brussels, Belgium), is the worldwide exclusive owner of all the exploitation rights to Hergé's work, in particular *The Adventures of Tintin*.

2• Copyright not only protects comic books and drawings (vignettes, strips, plates, inset drawings, covers), scenarii, texts, dialogues, gags, but also background scenes, characters and their characteristics, names, titles and imaginary places, onomatopoeias, fonts and other elements of Hergé's work.

Works derived from Hergé's work and in particular films, cartoons, plays, live shows, music, publishing works, sculptures, figurines, books, watches, clothing, games (electronic or not), toys, posters, postcards and other printing and stationery products are also protected).

3• Moulinsart is also the owner of various trademarks registered in many territories, including the word mark, TINTIN, and the headshot TINTIN & SNOWY.

B – GENERAL PRINCIPLES CONCERNING THE USE OF HERGÉ'S WORK

1• Any use of Hergé's work or any of its elements is in principle subject to the prior written authorisation from Moulinsart. This authorisation may be refused or conditional upon mention of the copyright or the payment of rights in particular.

2• Any use of all or part of Hergé's work must respect moral rights.

3• Prohibition of any association outside its context, directly or indirectly, with certain subjects, in particular politics, violence, weapons, drugs, etc., as well as with illegal statements or content such as racist, insulting, defamatory, contrary to good morals, etc.

4• Prohibition of any commercial purpose (advertising, sales, etc.).

5• Prohibition of any modification of the texts, lines and colours.

| Miscellaneous prohibitions

6• The creation of sequels or adaptations of Hergé's work is prohibited.

7• The sale, exchange, promotion, import or export, possession with a view to any of these acts, of counterfeit products (i.e. produced or manufactured without or outside the authorisation of Moulinsart) or the offer to carry out such acts on social networks is liable to civil or criminal sanctions. Such acts may be reported to the following address [ipdepartement@moulinsart.be].

8• It is not permitted to use the names of characters, fictional places, titles taken from Hergé's work, his name or pseudonym, or trademarks registered by Moulinsart in a user name, page name and/or group name.

C – ANY ACCOUNT, PAGE AND/OR GROUP DEDICATED TO HERGÉ AND/OR HIS WORK ON SOCIAL NETWORKS MUST RESPECT THE AFOREMENTIONED GENERAL PRINCIPLES AS WELL AS THE FOLLOWING PRINCIPLES:

| Mandatory mentions

- 1•** Each reproduction of visuals extracted or derived from Hergé's work must always be accompanied, in a clear and visible manner (in the caption of the publication or at the edge of the visual), by the copyright credit: © **Hergé/Moulinsart - current year**. This mention may be included in the caption of several visuals close to each other, as in the case of carousel-type publications.
- 2•** The description of user profiles, pages and/or groups containing a large number of reproductions of visuals extracted or derived from Hergé's work and/or dealing with news related to his work, must mention the following: **Unofficial account**.

| Other mentions

- 3•** Our official accounts may be mentioned in publications or in other formats (such as stories), using the work of Hergé or one of its elements:

- Facebook: @tintin, @museeherge
- Instagram: @tintin, @museeherge
- Twitter: @tintin

| Quality of reproductions

- 4•** The reproduction of visuals extracted or derived from Hergé's work must, quantitatively speaking, be in reasonable proportion to the content it illustrates.
- 5•** The resolution of the images must be of sufficient quality so as not to distort the work, but it cannot under any circumstances allow a graphic impression of a quality equivalent to the current editions of this work or evoking them.
- 6•** The reproduction of visuals extracted or derived from Hergé's work must respect the source of the reproduction: the colours and lines cannot be modified, the drawings cannot be truncated, screened, turned upside down, cropped, animated, accompanied by sounds or other multimedia elements, mixed with others (montages with other drawings or photographs, etc.), nor modified in any other way.

In this context, the application of filters and effects on the visuals is, among other things, prohibited. The creation of effects comprising elements of Hergé's work is also prohibited. In addition, no personal modifications and/or modifications generally proposed by the application are permitted (adjustment, brightness, contrast, etc.).

The visuals cannot be trimmed or cropped. If the dimensions of the original drawing do not correspond to the format of the social network, then the application of a neutral background is required.

The prohibition on animating visuals extracted or derived from Hergé's work includes, among other things, the creation of GIFs and/or the addition of GIFs to these visuals.

Visuals cannot be accompanied by sounds, whether these are added natively or via the platform used (such as in stories, reels, IGTV, Tiktok, etc.).

| Other

- 7•** The names of characters, book titles, names of places invented/created by Hergé, the name of Hergé himself may not be used in the name of the user name, page and/or group.
- 8•** In general, the account, page and/or group must not create confusion with our official accounts.
- 9•** It is not permitted to sell, exchange or promote in any way whatsoever counterfeit objects or unauthorised adaptations of Hergé's work.
- 10•** It is not permitted to re-share publications using Hergé's work or one of its elements, from another user who does not respect the principles set out in this charter.

D – MISCELLANEOUS

- 1•** The present charter is subject to change. It is available in French and English, the former being authoritative in the event of any disagreements. Any additional information can be requested by email at the following address: [reseaux.sociaux@moulinsart.be].
- 2•** The rules specified above are given for information only and must be applied in good faith by users.
- 3•** The absence of prosecution of offenders by Moulinsart or Hergé's beneficiaries does not imply any waiver, acknowledgement or acceptance of the offending acts, nor any authorisation to commit them.
- 4•** The users concerned shall be deemed to be acting in bad faith if, after having been invited by the company Moulinsart, to remedy a breach of this Charter or of the law, they do not remedy the infringement within a period of eight days, unless a duly substantiated objection is made. Moulinsart's warnings may be notified by messages via the social network concerned and/or by email.
- 5•** Users of social networks who do not respond to Moulinsart's warnings will also be deemed to be acting in bad faith.
- 6•** Moulinsart and Hergé's beneficiaries are in no way responsible for the content of third party accounts containing all or part of Hergé's work.
- 7•** Disputes concerning the application of this Charter and the use of all or part of Hergé's work may be brought before the courts of Brussels.