

## **Advertising Partnership – BBC Terms and Conditions**

1. Capitalised terms not defined in these BBC Terms shall have the meanings given to them in the SOW, the Advertising T&Cs or the Data T&Cs.
2. Client Materials shall always be subject to the following conditions:
  - 2.1. Client Materials must be in full compliance with all editorial and commercial standards and guidelines of the BBC and/or BBC Studios, including the specific restrictions in respect of the BBC's intellectual property and references in advertising to BBC performing talent; and
  - 2.2. Client Materials may not contain any reference to the BBC nor imply any support, endorsement or connection between any or all of the Client, the product or service being advertised and the BBC.
3. Immediate shall be entitled at its discretion to assign or license the whole or any part of its rights under the Agreement to the BBC or to any BBC subsidiary, and in such event all of the representations, warranties and undertakings on the part of the Client contained in the Agreement shall inure for the benefit of the BBC and with effect from the date of such assignment or licence, Immediate shall have no further liability to the Client.
4. Immediate shall retain sole editorial discretion in relation to the publication of any Client Materials.
5. The Client shall comply with the relevant parts of the Advertising and Sponsorship Guidelines for BBC Commercial Services as updated from time to time. These can be made available to the Client on request.