

CLIENT CONTENT STANDARDS

These Client Content Standards apply to any and all Content provided, uploaded, submitted or transferred by Client or any third party on its behalf to Avery Dennison and to any Websites hosted by Client, directly or indirectly, and to any use of Avery Dennison's services under the Agreement. Client must, in its entirety, comply with all applicable federal, state, local, and international laws and regulations. Without limiting the foregoing, Client shall ensure that the Content or Websites do not:

- Contain any material that is illegal, harmful, defamatory, threatening, obscene, indecent, abusive, offensive, harassing, violent, hateful, inflammatory, or otherwise objectionable.
- Breach any applicable laws including advertising and consumer laws or sell any illegal products or services.
- Promote sexually explicit or pornographic material, violence, or discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
- Infringe any patent, trademark, trade secret, copyright, or other intellectual property or other rights of any other person.
- Violate the legal rights (including the rights of publicity and privacy) of others or contain any material that could give rise to any civil or criminal liability under applicable laws or regulations or that otherwise may be in conflict with these Client Content Standards and the terms of this Agreement.
- Be likely to deceive any person.
- Promote any illegal activity, or advocate, promote, or assist any unlawful act.
- Cause annoyance, inconvenience, or needless anxiety or be likely to upset, embarrass, alarm, or annoy any other person.
- Impersonate any person, or misrepresent your identity or affiliation with any person or organization.
- Give the impression that it emanates from or is endorsed by Avery Dennison or any other person or entity, if this is not the case.

Avery Dennison does not actively pre-screen or monitor any Content but reserves the right to do so at any time. Where Avery Dennison becomes aware of any Content which breaches these Client Content Standards or any other terms of the Agreement it may:

- remove, disable or refuse to host or redirect to such Content;
- suspend or terminate individual user accounts of Client;
- where Client materially or repeatedly breaches these Client Content Standards, terminate the Agreement, without any liability to Client; and/or
- disclose any information as necessary or appropriate to satisfy any law, regulation, order from law enforcement authorities, or other governmental requests or to protect itself, its employees, affiliates, subsidiaries, partners or the public.

Avery Dennison reserves the right to access, preserve or disclose any Content as required by law or if Avery Dennison believe in good faith that it is reasonably necessary (i) to respond to claims asserted against Avery Dennison or to comply with legal process; (ii) to enforce or administer the Agreement; (iii) for fraud prevention, risk assessment, investigation, customer support, providing services; (iv) to protect the rights, property or safety of Avery Dennison or members of the public; or (v) to report a crime or other offensive behavior.

Avery Dennison may update these Client Content Standards from time to time. Where such updates are significant Avery Dennison shall notify Client in advance.