

## Fan content Policy

*Last updated: March 1st, 2016*

This Fan Content Policy governs your use of Kiloo A/S's ("Kiloo") copyrights and trademarks, including any related fan kits provided by Kiloo ("Kiloo Assets") for Fan Content purposes.

We will not give warnings for violations of this Policy.

### 1. Specific Rules for Fan Content

**Fan Content Purposes only.** Your use of Kiloo's Assets in Fan Content must be limited to displaying, identifying and discussing only Kiloo's products as permitted by this Policy. You cannot create new products or content based on Kiloo Assets, such as games based on the Kiloo game characters. Permitted Fan Content normally includes non-commercial fan-generated online guides and guide apps, fan meetups, fan pages and gameplay videos as long as they follow this Policy.

**Be non-commercial.** You are not permitted to charge a fee of any kind (including in-app functionalities) from customers or visitors to your Fan Content, unless this has expressly been approved by Kiloo. You may, however, generally monetize your Fan Content by using advertisements. If you use ads, they must comply with all applicable laws, rules, regulations and developer policies.

**Respect Kiloo's brand.** You cannot create the impression that Kiloo is a sponsor or creator of or otherwise endorses your Fan Content. You also cannot create any materials from the Kiloo Assets that are similar to Kiloo's logos, trademarks or other elements of Kiloo's products and services. You can't modify Kiloo Assets without our express permission.

**Keep it online.** You are not permitted to manufacture or distribute (for free or otherwise) physical items such as T-shirts that bear any Kiloo Assets or other Kiloo intellectual property without a separate, express written agreement between you and Kiloo.

**No novels, theatricals or the like.** You are not permitted to write, produce or create any novels, theatrical productions or other adaptations that include Kiloo's intellectual property without our express written permission.

**Insert disclaimers.** Do include the following notice (or a substantially similar unofficiality notice) in a font legible to end users of the Fan Content in connection with your use of Kiloo Assets: "This content is not affiliated with, endorsed, sponsored, or specifically approved by Kiloo and Kiloo is not responsible for it. For more information see Kiloo's Fan Content Policy:

[www.kiloo.com/fan-content-policy](http://www.kiloo.com/fan-content-policy)."

**No domains or the like.** You can't register domain names, social media accounts or related addresses for your Fan Content which include Kiloo's trademarks without a separate written agreement with us.

**No bad stuff.** The Kiloo Assets may not be used on or in connection with any Fan Content that (i) promotes hacks or cheats, sexually explicit materials, violence, discrimination or illegal activities, (ii) makes disparaging, libelous or dishonest statements about Kiloo and/or its products, employees and agents or (iii) contains other objectionable content.

### 2. Fan Meetups

If you are looking to organise a fan meetup, we consider it "Fan Content" under this Policy. There are a few rules we want you to keep in mind when you organise them.

As with all Fan Content, you are responsible for ensuring that you comply with local laws and regulations. We do not take responsibility for fan meetups and you must make this clear for anyone attending or otherwise being involved with the fan meetup. You are solely responsible for everything related to the fan meetup and your compliance with this Policy.

Please make sure that you have informed the relevant authorities of the fan meetup and that you have sufficient permissions to organize it from authorities, venue owners and other involved parties.

### **3. Additional Terms**

**Kiloo's use of your Fan Content.** We may from time to time use your Fan Content without compensation in a manner we consider reasonable, for example by reposting it in our online channels or otherwise using it in our marketing activities.

**Unpublished information and feedback.** If you give us any kind of feedback, information or suggestions regarding our games or otherwise, you understand that we can use it without further compensation or other obligations to you.

We reserve the right to determine what type of Fan Content we are OK with and may revoke the limited use license in this Policy at any time and for any reason.

This Policy is part of the Kiloo Terms of Service, and we may modify them at any time. When using Kiloo Assets for Fan Content purposes, your use is subject to the Kiloo Terms of Service (including any warranty disclaimers and limitations of liability). In the event a term of this Policy conflicts with a term of the Terms of Service, this Policy takes precedence with respect to any issues related to Fan Content.