

# Davidsons Instagram Real Homes Gallery Privacy Notice & Terms of Use

The Davidsons Homes Real Homes Gallery is a place where real Davidsons homeowners have the opportunity to showcase their housetype on our website and social media channels.

## 1. How to submit a photograph to feature in Davidsons Homes Real Homes gallery

Upload your photo on Instagram and tag @davidsons\_homes and #DavidsonsGallery. Your Instagram profile must be set to public in order to do this, otherwise we will be unable to see your post.

If your photo is selected you will receive a reply from the Davidsons Homes Instagram account, asking for your permission to feature the photo within our gallery. Please reply with #YesDavidsonsHomes to give your permission and agree to this Privacy Notice. Your Instagram handle will be published within the Davidsons Real Homes Gallery on the website.

## How will Davidsons Homes use your photograph submission?

Please be advised that you will retain legal ownership of any rights you own (including copyright) in the photo(s) that you upload. By replying #YesDavidsonsHomes, you grant to Davidsons Homes a non-exclusive, perpetual, worldwide, royalty-free, assignable, sub-licensable licence to use the photo in accordance with the guidelines below.

### 1) Davidsons Homes' webpages

We may use your photo on Davidsons Homes' webpages, including our house type and listing pages.

By replying #YesDavidsonsHomes you also grant Davidsons Homes the right to use your username, image, likeness, caption or other identifying information in connection with the use of your photo.

Davidsons will choose and publish uploaded photos at its discretion. For the avoidance of doubt, Davidsons Homes is under no obligation to use any of the photos uploaded.

### 2) Campaigns and owned channel usage

If we're interested in using your photo for a further campaign such as within advertising, we will contact you again to ask for permission and provide you with our terms for usage.

## 2. General usage terms

By replying #YesDavidsonsHomes, you warrant and represent that (i) you own all rights (including copyright) in the photo uploaded or, if the photo is subject to third party rights, you have all required licenses, rights, consents and/or permissions to publish the photo and grant the licence described above to Davidsons Homes, and (ii) you are over 18 years of age.

To the extent permitted by law, you also agree to waive any moral rights you may own in relation to any photos uploaded.

Davidsons Homes may use, edit, alter, reproduce, translate, publish, or create derivative works from any photo uploaded at Davidsons Homes' sole discretion.

## 3. Photo Content Guidelines

All uploaded photos are moderated by Davidsons Homes. We will not select for publication photos that contain any of the following content:

- a. Copyrighted / Trademark: please do not upload any photos or other content that infringes or might infringe the rights (e.g. copyright or trademarks) of a third party (such as content that contains any third-party content such as trademarks, logos, company names, insignia, photographs or works of art, excerpts of the books, photos/videos of TV or film scenes).
- b. Abusive Imagery: do not upload any images that could reasonably be considered as harmful, threatening or violent, harassing, abusive, offensive, hateful, inflammatory, discriminatory, profane or bullying.
- c. Impersonation: use non-offensive usernames only, and do not impersonate any other person.
- d. Confidentiality: do not upload anything that would be considered private personal information, confidential or that would allude to an individual (e.g. work details, credit card numbers etc.)
- e. People: do not upload photos that contain people within the image, whether or not their face can be seen.

f. Comments: make sure any information accompanying your photos are accurate (where they include facts) and are your genuinely held opinions (where you are giving your opinion).

g. Links: please do not link to any media or executable file with your photos or submissions.

4. How would I get a photo removed?

If you believe that an uploaded photo on our webpages is inappropriate, offensive or is violating someone's legal rights (e.g. trademark or copyright infringement) then you can report the photo by sending an email to [DPO@davidsonsgroup.co.uk](mailto:DPO@davidsonsgroup.co.uk).

We reserve the right to remove the photos from Davidsons Homes' Instagram, website or marketing materials at any time, for any reason.

## **5. Data Protection Officer**

**Our goal is to respect your privacy at all times. If you do feel that you need to raise any issue regarding the processing of personal information or personal images, then you may contact our Data Protection Officer at the following email address:**

**[DPO@davidsonsgroup.co.uk](mailto:DPO@davidsonsgroup.co.uk)**

**Davidsons Homes is a trading name of Davidsons Development Ltd.**

**End**