

Terms of use for ESCHENBACH OPTIK GmbH image data

The following terms and conditions apply to all uses of ESCHENBACH OPTIK GmbH image material. This relates to picture material that can be viewed or downloaded through an internet connection, as well as all picture material contained in our catalogues, flyers, brochures and other printed matter.

The terms of use govern the rights and obligations of the user of this picture material as well as those of ESCHENBACH OPTIK GmbH.

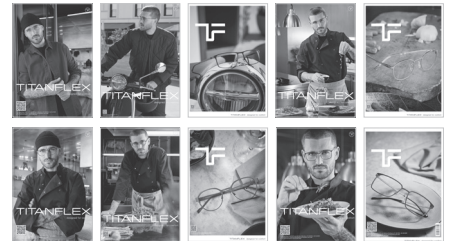
1. All picture material (pictures and image data) provided by ESCHENBACH OPTIK GmbH is copyrighted and where necessary protected by the right to one's own image. The respective rights are held by the creator of the pictures and image data (photographer), and in some cases by models and / or third parties. ESCHENBACH OPTIK GmbH has made contractual agreements in order to acquire the right to use these pictures and image data, limited in certain cases in respect of duration, geographical location and content. All users of these images are obliged to observe any limitations of use, and to exempt ESCHENBACH OPTIK GmbH from the rights of the creator and / or rights holder in isolated instances where the rights of use are infringed by the user.
2. We hereby expressly object to any deviating general terms and conditions stipulated by the user. Use of the image material is not permitted without due recognition of this condition.
3. The publication of pictures and image data of glasses, magnifiers, vision aids and binoculars that have been released and have not been changed is permitted on a free of charge basis. However, use of such images is only permitted subject to use of the copyright notice, © ESCHENBACH OPTIK GmbH.
4. The user may use the image data exclusively for advertising, illustration and the sale of ESCHENBACH OPTIK GmbH glasses and / or frames, magnifiers, visual aids, binoculars and meteorological instruments in the context of the normal business activities of a regular dealer. The use of lifestyle and model pictures is governed by an additional restriction on use. The use of lifestyle picture material (with models) is only permitted in combination with the relevant brand (brand logo) and only **unmodified** within the relevant current and up-to-date corporate identity. These rights to use lifestyle and model images are subject to time limitations as follows:

TITANFLEX:

Tour I 2025: The images and image data can be used until **31.12.2025**.



Tour III 2024: The images and image data can be used until **30.09.2025**.



TITANFLEX Woman
Tour I 2025: The images and image data can be used until **31.01.2026**.



Tour III 2024: The images and image data can be used until **30.09.2025**.



TITANFLEX Kids: The images and image data can be used until **30.04.2026**.
Kids Visuals AI generated.



fineline:
Still Tour I 2024: The images and image data can be used until **31.12.2025** gestattet.



FREIGEIST:
Tour I 2025: The images and image data can be used until **31.01.2026**.



Tour III 2024: The images and image data can be used until **30.09.2025**.



HUMPHREY'S eyewear:
Tour I 2025: The images and image data can be used until **31.01.2026**.



Tour III 2024: The images and image data can be used until **30.09.2025**.

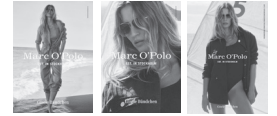


Tour I 2024: The images and image data can be used until **31.01.2025**.



Marc O'Polo Eyewear:

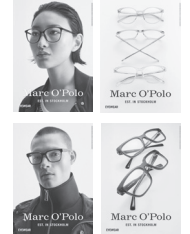
Tour III 2024: The pictures and image data can be used (in selected countries) from **27.02.2025** until **31.08.2025**.



The pictures and image data can be used (in selected countries) from **01.04.2025** until **31.08.2025**.



Tour III 2024: The pictures and image data can be used (in selected countries) from **01.01.2025** until **31.07.2025**.



The pictures and image data can be used (in selected countries) from **27.02.2025** until **31.08.2025**.



Vision Technology Products:

ambelis The images and image data can be used until **28.10.2024**.



mobilux LED The pictures and image data may **NO** longer be used.

