

Updated April 2023

ENTERPRISE STOCK ASSET POLICY

The Enterprise Stock Asset Policy: Using Preferred Suppliers and Centralizing Storage of Kenvue Licensed Images

The Enterprise Stock Asset Policy has been established to direct Kenvue colleagues on how to select and license assets for internal and external use. Under the policy, colleagues are required to use our preferred suppliers, Getty Images (includes iStock assets purchased from Getty domain) and Shutterstock Premier, for all their stock asset needs. In addition, Kenvue colleagues can find the Enterprise Stock Asset Library at <https://kenvuedam.com> to access images, videos, audio files, and other stock, previously licensed by Kenvue, some of which are available for use without additional license fees, as indicated in the usage rights details.

We use images in promotions, presentations, newsletters and more to help tell stories to the many stakeholders we engage with every day. While there are endless resources on the Internet for downloading images – Flickr, Google Images, Imgur, etc. – many of these images are unavailable for lawful use by commercial entities such as Kenvue. Our contracts with our preferred suppliers are broad and ensure that images we license from those suppliers can be used for our many business purposes. Getty Images offers pricing based on size or quality and Shutterstock Premier offers tiered pricing depending on whether the asset will be used on packaging. While you may find lower priced assets available for purchase or license on the internet, those images do not come with the backing of and same broad pre-negotiated license terms that are provided by our preferred suppliers. In addition to stock photography and video, you may be able to meet any needs for royalty-free, stock music through Getty Images and Shutterstock Premier.

Assets are protected by copyright, which grants the photographer or artist the right to control who can use the image and how much to charge for a license. These rights exist even if there is no copyright notice ©. Just because an asset is available on the internet, doesn't make it available for use by Kenvue. Using an asset without obtaining the proper license puts both our colleagues and the company at risk for a copyright infringement claim, which could result in monetary damage awards far greater than the fees for a license.

Colleagues or agency partners operating on behalf of Kenvue are responsible for obtaining any necessary rights from the owner and subjects of the assets they use. Our contracts with Getty Images and Shutterstock Premier help us to do just that. In addition, we are able to manage these purchases in one central location, making it easier for colleagues to leverage existing images, while reducing future costs. Although our contracts with Getty Images and Shutterstock Premier provide for royalty free, global usage in perpetuity, for any Kenvue entity, always confirm usage rights by examining the scope of rights for the asset, which can be found by viewing the asset's metadata in DAM. If the asset includes an identifiable person, there are limitations on how such an asset may be leveraged. When in doubt, you can always contact our Getty Images* or Shutterstock Premier** Account Representative to confirm the scope of the existing license.

Do not upload "comps" (such as complimentary assets) to the DAM. These are assets that you may be able to obtain from one of our preferred suppliers for a limited time while your project is being

approved but are not intended to be used unless and until a license fee is paid. We recommend using a watermark over these images, so they are not leveraged into a final project.

Finally, please be advised that the terms of our Enterprise agreements with Getty Images and Shutterstock Premier supersedes any automated agreement that may be sent to you after purchase or any click-thru that you may have to agree with to access royalty-free assets on their websites. It is critical that your account is set up under our Enterprise agreement to realize these benefits.

Developed by J&J Design and Global Procurement and the Law Department, the policy applies to all colleagues, as well as contractors and external partners who license images on Kenvue's behalf.

*Getty Images Key Accounts Mailbox: priorityservice.NA@gettyimages.com and Key Accounts Contact for escalations: Cataline De Haertig - Catalina.DeHaertig@gettyimages.com

*Shutterstock Premier Key Accounts Mailbox: kenvue@shutterstock.com and Key Accounts Contact for escalations: Norina Gueller – ngueller@shutterstock.com

Frequently Asked Questions

Asset has been uploaded to DAM that includes talent but did not indicate proper usage rights.

We can only accept assets with recognizable talent from three possible sources:

- Custom Photoshoot/Videoshoot
- Getty Images or iStock Stock Asset
- Shutterstock Premier Stock Asset

Custom Photoshoot/Videoshoot

Custom photoshoot imagery or video should be uploaded with Usage Rights fields populated. **Please note:** Most custom photoshoots or video shoots do not include Usage Rights in perpetuity and have limited dates/channels.

- **Best Practice:** These should be linked to the final assets from a custom shoot via a Relation in the DAM.
- **Other Option:** An acceptable practice is to upload custom photoshoot assets as supporting assets to the final, but this decreases searchability.

Getty Images/iStock and Shutterstock

iStock assets fall within our Getty enterprise agreement but must always be purchased from Getty. Any assets purchased directly from iStock will have to be rejected due to legal protections.

For Shutterstock and Getty Images/iStock, the Usage Rights Notes metadata field must include content IDs from Getty or Shutterstock when uploading into the DAM.

As above, it is considered a best practice to relate the Stock Assets to the final assets if available in DAM. See the attached guide on how to create relations in DAM.

Uploader to DAM Included Stock not from Getty Images or Shutterstock Premier

Under our current Stock Photography Policy, we cannot accept any assets in DAM from stock houses outside of Getty/iStock or Shutterstock. Assets uploaded to DAM that are not from Getty or Shutterstock will be rejected.

If you believe an exception to the Stock Photography Policy should be made, please reply to your librarian with your intent to seek that exception which will be subject to VP and Legal approval.

How to request MSA Account Access

Getty Images and Shutterstock Premier assets must be licensed using accounts part of the Kenvue negotiated Master Service Agreements. These accounts are available to both Kenvue employees and our Agency partners. If you or your agency partners are not yet set up with accounts under our enterprise agreements, please reach out to the contacts below:

Shutterstock

Please email your request for a Kenvue MSA Shutterstock account to kenvue@shutterstock.com

Getty Images

Please email your request for a Kenvue MSA Getty Images account to priorityservice.na@gettyimages.com

Note: All stock asset purchases from Getty will go through the N. America instance but will link to our global enterprise account on the backend. Currency conversions will be provided by the Getty Team.

Note: Agency partners requesting access to Kenvue MSA accounts should include their brand partner on CC when emailing for account set up.