

Copyright

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Use photographs, graphics, or drawings you made yourselves

→ **Please note:** Observe a person's right to their own image and do not show any protected brands, designs, or private property.

Use official logos, images, and video material of the company you are analyzing. Prerequisite: The company owns the copyright to the material.

TIP: Ideally, indicate all license information directly at the lower edge of the video. Of course, you don't need to indicate your own material.

• **Don't violate copyright:** Images, videos, music, GIFs, etc. (also emojis, maps, elements from television shows, etc.) are copyright-protected. You may not use them without permission from the copyright holder.

Don't violate the right to one's own image.

• If people are recognizable in images, drawings, videos, etc. they must have agreed to the use of their image. Also take care when using pictures of celebrities!

• **Don't use purchased music.** Purchasing a song does not authorize you to use it in a video.

• **Don't film in a building or on a company's premises without a permit.**

Don'ts

B@S videochallenge

A BCG INITIATIVE

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