

POLICY FOR DISPLAY OF BUSINESS PHOTOGRAPHS AND VIDEOS ON BBB BUSINESS REVIEW

General Principles

1. Photographs and videos posted on behalf of BBB Accredited Businesses and qualifying non-Accredited Businesses should not be considered advertisements or commercials for the business. They are intended to make consumers aware of a business's products/services, employees, facilities, policies and philosophy.
2. Any application on a BBB Web site that permits businesses to upload photographs and/or videos must include language stating that the person submitting the photograph/video to BBB agrees:
 - a. He/she is authorized to submit the photograph/video on behalf of the business.
 - b. He/she certifies accuracy of the photograph/video.
 - c. He/she certifies that the photograph/video complies with this policy.
 - d. He/she certifies that the photos/videos do not infringe on the privacy or intellectual property rights of any person or entity.
 - e. He/she gives permission to the BBB to display the photo/video as part of the business's BBB Business Review.
 - f. He/she agrees to indemnify the BBB for any expenses incurred in legal actions arising out of the BBB's use of the photo/video as part of the business's BBB Business Review.
 - g. He/she agrees to this policy for Display of Photographs and Videos on BBB Business Reviews and as it may be amended from time to time.
3. Photographs and/or videos may not:
 - a. Include any promotional, performance or advertising claims
 - b. Include any pricing information
 - c. Include any product/business superiority claims, or mention or disparage any specific competitors.
 - d. Include any reference to the business's BBB rating that is not currently accurate (any video referencing an inaccurate rating should be removed immediately)

- e. Depict any awards received other than a BBB ethics/torch or similar BBB award
- f. Include testimonials or endorsements
- g. State or imply anything that is untrue
- h. Reflect unfavorably on the BBB
- i. Use clip art, unless the clip art is part of the business's logo
- j. Use, depict or include any trademarks or copyright materials of any party without express, written permission.

Photographs

4. Up to 5 photographs will be allowed for display on the BBB Business Review home page and/or photo/video page, with up to 15 additional photographs allowed only for the photo/video page.

5. Technical requirements for photographs:

File format: JPEG

File size:

- o *For the home page photo carousel:*
Main photo: 205px x 125px (fixed size)
Thumbnails: 55px x 55px (fixed size)
- o *For the photo/videos page:*
Main photo: 540px x 380px (variable size – this is maximum - this would be the original photo upload)
Thumbnails: 63px x 63px (fixed size)

6. Allowable content of photographs displayed on BBB Business Review home page:

- a. Business building/facilities/work space
- b. Business personnel
- c. Examples of work
- d. Examples of products sold
- e. Business's logo

7. Allowable content of photographs displayed on photo/video page:

- a. Business building/facilities/work space
- b. Business personnel
- c. Examples of work
- d. Examples of products sold

- e. Business's logo
- f. Logos of associations with which business is affiliated.
- g. BBB ethics/torch and similar BBB awards in accordance with BBB policy.

Videos

8. Up to 3 videos will be allowed for display on the photo/video page.

9. Technical requirements for videos:

Format:	MPEG with h.264 encoding
File size:	Up to 50 MB
Time limit:	Not shorter than 15 seconds Not longer than 180 seconds

10. Allowable video content:

- a. Business building/facilities/workspace
- b. Business personnel
- c. Business hours
- d. Business services
- e. Examples of work
- f. Examples of products sold
- g. General statements of a business's philosophy
- h. Statements concerning BBB or BBB Accreditation
- i. BBB ethics/torch and similar BBB awards in accordance with BBB policy.