



GRAVÉ DANS MON CŒUR.

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Valais/Wallis Promotion places the images at the disposal of its partners and their suppliers free of charge for **non-commercial purposes**.

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2. On publication, any image from Valais/Wallis Promotion must carry the credit **Valais/Wallis Promotion – name of photographer**. Annotations such as “copyright-free” or associated abbreviations are not permitted.
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5. It is forbidden to use images from Valais/Wallis Promotion for communication campaigns (posters, print/online ads, social networks) and **any other paid support**. Such rights are subject to fees and must be agreed with the copyright holder.
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7. It is strictly prohibited to reproduce or sell images from Valais/Wallis Promotion; to copy, market or distribute them; to sell them via photo agencies; or to store them digitally or in other ways for profit.

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  - 8.3. Images from Valais/Wallis Promotion may not be archived in any way electronically or otherwise, except for the period during which the image is required for layout. Digital images must unequivocally be deleted at the latest 10 days after use (by editorial staff, from computers or other data storage equipment).
  - 8.4. The use of images from Valais/Wallis Promotion for other purposes (especially advertising but also other purposes not specified here) is prohibited without express written permission from Valais/Wallis Promotion. The use of images for advertising (for commercial purposes) will be evaluated on a case-by-case basis and is subject to fees. These are to be agreed with the copyright holder.
  - 8.5. The copyright credit **Valais/Wallis Promotion – name of photographer** is obligatory. It can usually be found in the photo file name. If it is missing, please contact Valais/Wallis Promotion direct.
  - 8.6. Valais/Wallis Promotion reserves the right to change these Terms & Conditions at any time without prior warning.
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