

## **Media Release/Waiver Policy**

By attending the Activity Music Festival (the "Company" or AMF) and events produced by AEL, you consent to be filmed and or photographed, and the Festival may use your image, voice, and likeness for promotional purposes.

Any photography or video taken at these events, whether in digital or analogue format (the "Footage"), is subject to a mandatory, non-exclusive licence to AMF for promotional purposes. Any artwork or performances sponsored by the Festival or on Festival grounds is also subject to a mandatory, non-exclusive licence to AMF for promotional purposes. The "Footage" may also be used by or on behalf of the Company or any of the Company's subsidiaries, affiliates, partners, sponsors, officers, shareholders, successors, or assigns for any purpose, including, but not limited to, archival, promotional, and commercial purposes, without any compensation to you. You waive all other rights in the Footage, including, but not limited to, all claims of so-called moral rights. This Footage may also be used to identify and facilitate the prosecution of illegal or impermissible conduct.

All photographers using professional equipment (i.e. DSLR / anything with detachable lenses) are required to have media credentials to take pictures or video at the Festival.

Attendees may take photos and shoot a video for personal, non-commercial use with personal cameras (excluding SLR/DSLRs) as long as they are not standing in the press area, obstructing views, or live streaming the event. Any recordings made by ticket holders on or near the Festival site may not be used for commercial or public purposes unless consented to by the Company.

Drone use is prohibited without specific written permission from AMF. Please keep them packed away; if we see you using them, we may confiscate them and hold them for the remainder of the Festival.

Unauthorised photography or audio/video recording of any performance at the Festival is strictly prohibited.

The AMF shall not accept liability for any damages, loss or injuries sustained at the Festival, including loss or damage to property, however, caused.

You hereby waive the right to receive any payment by accepting this Media Release Policy and waive the right to receive any current or future payments, royalties or other forms of compensation from the Company to or for the use of any of the Materials for any of the purposes authorised by this release. You also waive any right **to** inspect or approve finished photographs, audio, video, multimedia, recordings and copy or printed matter or computer-generated scanned image and other electronic media that may be used in conjunction therewith or to approve the eventual use that it might be applied.

In connection with the terms herein, you hereby release and waive any claims and demands, including any and all claims for invasion of privacy, right of publicity, misappropriation or misuse of an image, and/or

defamation, you may have against the Company, its employees, affiliates, agents, consultants, directors, officers, investors, attorneys, and other representatives of the Company.

**Effective October 1, 2022**