

## Image Consent and Release

During the NRF Event on [January 11-13 2026] (the “Event”), Contentful Inc. (“Contentful” or “we”) may take or collect photos, videos, or commentary that features you, your voice, or your likeness (“Imagery”). Contentful intends to use this Imagery to create promotional content related to Contentful and post this on our website ([www.contentful.com](http://www.contentful.com)) or on third party websites including on our social media accounts (including but not limited to LinkedIn). We may also transfer the Imagery to other entities within the Contentful group.

By attending the Event and/or signing this consent and release, you grant Contentful and its affiliates the absolute worldwide right to and use of Imagery for the benefit of Contentful, in all forms of media now or hereafter known for the purposes described herein. You hereby acknowledge and agree that no payments whatsoever in connection with the Imagery shall become due to Contentful, and you hereby release Contentful from any claims, obligations or liability relating to payment for the Imagery. You further acknowledge that once Imagery has been published on the internet, Imagery can be viewed by third parties and potentially reused or distributed, even if technical security measures are in place.

Your participation in the Event and your consent to the use of the Imagery are voluntary. If you do not wish to be photographed or recorded, or if you wish to withdraw your consent for future use of Imagery in which you are clearly identifiable, you may notify Contentful by contacting [privacy@contentful.com](mailto:privacy@contentful.com).

You acknowledge that Contentful may capture and use Imagery in which you appear incidentally, in the background, or as part of a crowd or group scene, and that such use does not require additional consent.

Contentful may process personal information associated with the Imagery in accordance with its Privacy Notice, available at: <https://www.contentful.com/legal/privacy-at-contentful/privacy-notice/>.

This consent and release shall be governed by and construed in accordance with the laws of the State of New York, without regard to its conflict of laws principles. Any dispute arising out of or relating to this consent and release shall be brought exclusively in the state or federal courts located in New York, New York, and you consent to the personal jurisdiction of such courts.

