

Camelo AI Artist Program Handbook

Version 1.0

Translation of the French original. In the event of any discrepancy, the French version prevails.

This document is a presentation of the Camelo AI Artist Program. It does not constitute an employment contract, a service contract or a promise of collaboration. Joining the program remains subject to validation by Camelo and to the signature of the applicable contractual documents.

Participation in the program implies unreserved acceptance of this handbook, of the Camelo Quality Charter, of the Non-Disclosure Agreements (NDA), of the General Terms of Collaboration and of any internal policy communicated by Camelo.

1. About

Camelo AI Artist is a program intended for creators specialising in the production of professional content assisted by artificial intelligence.

The purpose of the program is to identify, select and support talents able to work on communication, advertising, marketing, media, training and content creation projects for Camelo's clients and partners.

Admission to the Camelo AI Artist Program is by selection only. Each application is reviewed individually against criteria of skill, quality, reliability and fit with Camelo's requirements.

Admission to the program constitutes neither an acquired right, nor a promise of collaboration, nor a guarantee that assignments will be allocated. Camelo remains free to accept, refuse or withdraw an application at any time, without any obligation to give reasons, in compliance with the applicable regulations.

2. Profiles sought

The Camelo AI Artist Program is aimed in particular at creators specialising in the following fields:

- Image generation with artificial intelligence
- Video generation with artificial intelligence
- Motion design
- AI-assisted voice and audio creation
- Avatars and digital humans
- 3D creation and animation
- Sound design
- Prompt engineering
- Graphic design
- Video editing and post-production

- Storytelling and narrative design
- Art direction

This list is not exhaustive. Camelo may include other creative, technical or technological areas of expertise as its services evolve and as its clients' needs require.

3. Eligibility conditions

To be eligible for the Camelo AI Artist Program, the applicant declares and warrants that they:

- have the legal capacity to enter into a contract with Camelo;
- carry on their activity in compliance with the legislation applicable in their country of residence or establishment;
- hold all the rights, authorisations and licences required for the items making up their portfolio and the content they present;
- have mastery of one or more professional AI-assisted creation tools suitable for commercial use;
- have the technical skills, equipment and subscriptions required to carry out the assignments entrusted to them;
- are able to produce deliverables that meet the quality standards defined by Camelo;
- comply with the contractual deadlines (SLA) and the quality requirements applicable to each assignment;
- comply with the confidentiality, information security and data protection obligations communicated to them;
- accept without reservation this handbook, the Camelo Quality Charter, the General Terms of Collaboration, the non-disclosure agreements (NDA) and any applicable internal policy or procedure.

The applicant warrants that the information provided with their application is accurate, complete and truthful. Any inaccurate, incomplete or misleading statement may lead to the refusal of the application, the suspension of the account or the immediate termination of the collaboration, without prejudice to any other remedy available to Camelo.

Camelo reserves the right to accept or refuse any application, to request additional information or documents and to carry out any verification it deems useful, without having to give reasons for its decision.

4. How it works

Once their application has been validated, the creator signs:

- the Collaboration Agreement;
- the Non-Disclosure Agreement (NDA);
- any additional document required by Camelo.

Access to the Camelo platform is conditional upon the prior signature of all these documents and upon final validation of the profile.

The creator then accesses their personal space, from which they can view the available assignments, accept the projects offered to them and follow their progress.

Assignments may be allocated in several ways:

- made available to several eligible creators, the assignment being allocated to the first creator who accepts it and meets the defined conditions;
- allocated directly or automatically on the basis of, among other things, declared skills, availability, performance history, SLA compliance, level of quality, client needs or any other criterion determined by Camelo.

Camelo remains free to determine, amend or develop the arrangements for allocating assignments according to its operational needs.

Each assignment specifies in particular:

- the brief;
- the expected deliverables;
- the applicable deadlines and SLA;
- the validation arrangements;
- the remuneration;
- any specific conditions.

Accepting an assignment constitutes the creator's undertaking to comply with all the conditions attached to it.

Remuneration becomes payable only after final validation of the deliverable by the client and subject to the creator's compliance with all of their contractual obligations.

In the event of non-compliance, refusal of the deliverable, or a request for correction or revision falling within the scope of the assignment, payment may be suspended until the matter is put right and final validation is obtained.

The creator may not claim any additional remuneration for corrections made necessary by an error, a non-compliance or a failure to follow the brief that is attributable to them.

5. Partner program

Camelo may offer eligible creators additional remuneration schemes linked to business introductions, client referrals, performance or any other mechanism defined by Camelo.

These schemes are optional, separate from the remuneration for production assignments, and subject to specific eligibility conditions.

Unless otherwise communicated in writing, a commission of up to 10% of the amount excluding tax actually invoiced and collected by Camelo from the client concerned may be granted to the creator under the rules of the scheme in force.

No commission is due on amounts cancelled, refunded, unpaid, subject to a credit note or not actually collected by Camelo.

Camelo remains the sole decision-maker regarding:

- the eligibility criteria;
- the allocation arrangements;
- the calculation method;
- the validation conditions;
- the payment dates and arrangements;
- the cases of exclusion from or suspension of the benefit of the scheme.

Camelo reserves the right to amend, suspend or withdraw any partner scheme at any time. Rights already definitively acquired and validated before the date of the change remain governed by the conditions applicable at the time they were acquired.

6. Quality commitment

Deliverables must be:

- original and compliant with the requirements of the assignment;
- free of any counterfeiting, plagiarism or unauthorised use of protected content;
- strictly compliant with the brief, with the instructions given and with any references validated by Camelo or the client;
- compliant with the standards of quality, finish and consistency defined by Camelo;
- technically usable and suitable for professional and commercial use;
- delivered within the agreed deadlines and in the requested formats.

The creator remains fully responsible for the quality, compliance and usability of the content they deliver, including where it has been generated, assisted or modified using artificial intelligence tools.

The use of an artificial intelligence tool neither limits, transfers nor releases the creator from their professional, contractual or legal responsibility.

The creator warrants that the deliverables do not infringe any third-party right, in particular with regard to copyright, neighbouring rights, trade marks, designs, image rights or any other intellectual property right.

Camelo reserves the right to refuse any deliverable that does not meet its quality standards or the client's requirements, even where it partially complies with the brief.

7. SLA

Meeting deadlines is an essential obligation of the Camelo AI Artist Program.

The creator undertakes to meet the deadlines and service levels defined for each assignment from the moment it is accepted or allocated.

Any risk of delay, technical difficulty or event likely to affect delivery must be reported to Camelo as soon as it is identified, together with an estimate of the time needed to put it right.

Failure to meet the SLA, where attributable to the creator, may lead in particular to:

- a reduction in priority for the allocation of assignments;
- a temporary restriction of access to certain projects;
- a temporary suspension of the account;
- the withdrawal of certain benefits or additional schemes;
- permanent exclusion from the Camelo AI Artist Program in the event of repeated or serious breaches.

Camelo assesses the seriousness of the breach on the basis of, among other things, the delay observed, its impact on the client, its frequency and the creator's performance history.

Measures taken in this context may be applied without compensation, subject to any mandatory legal provisions that apply.

8. Revisions

Each assignment defines in particular:

- the number of revisions included;
- the correction deadlines;
- the arrangements for submitting and validating changes;
- the items considered to fall within the initial scope of the assignment;
- the items considered to fall outside that scope.

The creator undertakes to carry out, within the agreed deadlines, the corrections required where these result from a failure to comply with the brief, a technical error or a breach attributable to them.

These corrections are included in the assignment and give rise to no additional remuneration.

9. Confidentiality

The creator is bound by a strict obligation of confidentiality with regard to any information, data or content they access in connection with the Camelo AI Artist Program or an assignment.

This obligation covers in particular:

- briefs;
- strategies;
- content and deliverables;
- client data;
- internal documents;
- commercial or financial information;
- exchanges with Camelo, its clients or its partners;
- credentials, access and information relating to the platform;
- any information presented as confidential or which, by its nature, must reasonably be regarded as such.

The creator undertakes not to disclose, reproduce, transfer, publish, exploit or make available to a third party any confidential item without Camelo's prior written authorisation.

They are likewise prohibited from contacting a Camelo client directly, from offering them their services outside the platform and from diverting an assignment entrusted by Camelo, save with prior written authorisation.

The creator must take all reasonable measures necessary to protect the information entrusted to them, in particular as regards securing access, files, devices and the tools used.

This confidentiality obligation remains applicable throughout the collaboration and after it ends. The obligation not to solicit Camelo's clients directly remains applicable for a period of twelve months following the end of the collaboration, subject to the applicable legal provisions.

Any breach of these obligations may lead to the suspension or immediate termination of the collaboration and, where applicable, engage the creator's liability in accordance with the applicable legislation.

10. Intellectual property

The creator warrants that they hold all the rights, authorisations and licences required for the deliverables provided to Camelo.

They warrant in particular that the content delivered does not infringe any third-party right, notably with regard to copyright, neighbouring rights, trade marks, designs, image rights, personality rights or any other intellectual property right.

Subject to payment in full for the assignment, the exploitation rights attached to the deliverables are transferred to the client in accordance with the conditions set out in the Collaboration Agreement and, where applicable, in the specific conditions applicable to the assignment.

The creator undertakes not to reuse, market, assign, publish or exploit the deliverables produced for Camelo or its clients, save with prior written authorisation.

The creator retains ownership of their working methods, know-how, techniques, generic prompts, production templates and pre-existing tools, unless otherwise contractually stipulated.

Where pre-existing items belonging to the creator are incorporated into a deliverable, the creator grants Camelo and the client the rights required to use them in connection with the exploitation of the deliverable concerned.

The creator remains solely responsible for verifying the rights attached to any third-party content, models, images, sounds, voices, fonts, data or items used in connection with the assignment.

11. Our commitment

Within the Camelo AI Artist Program, Camelo undertakes to:

- provide clear, complete and workable briefs;
- give the creator all the information needed to carry out assignments properly;
- provide operational follow-up of projects throughout their execution;
- make available a secure platform for managing assignments, exchanges and deliverables;

- allocate assignments according to objective criteria relating in particular to skills, availability, the quality of past work and clients' needs;
- pay for validated work in accordance with the applicable contractual conditions;
- treat creators with professionalism, impartiality and fairness;
- preserve the confidentiality of the information provided by creators in accordance with its data protection policy.

Camelo implements all reasonable means to ensure the proper functioning of the platform and the continuity of its services. However, Camelo guarantees neither the permanent availability of the platform, nor a minimum volume of assignments, nor any turnover, income or level of activity for the creators who are members of the program.

Camelo reserves the right to develop its processes, tools, services and the operating arrangements of the Camelo AI Artist Program in order to respond to technological and regulatory developments and to its clients' needs.

12. Use of artificial intelligence tools

The creator declares that they have the skills, licences and technical resources required to carry out the assignments entrusted to them.

They undertake to use exclusively artificial intelligence tools, software, platforms and services that are lawfully acquired, properly licensed and compliant with their publishers' terms of use.

The creator declares in particular that they use the professional or paid versions of the tools required for their activity where these are necessary to guarantee a level of quality, security, performance or exploitation rights compatible with the requirements of Camelo and its clients.

The use of free, trial, pirated or circumvented versions, or of versions that do not permit commercial use, is strictly prohibited for carrying out the assignments entrusted by Camelo.

The creator remains solely responsible for:

- the subscriptions, licences, credits, tokens and usage costs of their tools;
- the legal compliance of the software and services used;
- compliance with the terms of use of the platforms employed;
- the technical quality of the deliverables produced.

The creator warrants that the content delivered to Camelo may be exploited commercially and that it does not infringe any intellectual property right, licence or usage restriction arising from the tools employed.

Camelo bears no subscription, licence, credit, token, inference cost, compute cost, generation cost or any other expense relating to the tools used by the creator, save with prior written agreement.

Failure to comply with these provisions constitutes a serious breach that may lead to the immediate suspension of assignments, the termination of the collaboration and, where applicable, the taking of any action intended to protect the interests of Camelo and its clients.

13. Suspension or exclusion

Camelo may temporarily suspend the creator's access to the Camelo AI Artist Program, restrict the allocation of new assignments or end the collaboration, in particular in the event of:

- repeated or serious failure to meet the SLA;
- a level of quality that is insufficient or does not meet Camelo's standards;
- fraud, attempted fraud or false declaration;
- use of non-compliant tools, licences or content;
- breach of confidentiality or security obligations;
- infringement of intellectual property rights or third-party rights;
- inappropriate or disloyal conduct, or conduct liable to harm the image, interests or reputation of Camelo, its clients or its partners;
- failure to comply with the Collaboration Agreement, the NDA, the Quality Charter or any rule applicable to the program.

Depending on the nature and seriousness of the breach, Camelo may apply a temporary suspension, withdraw certain assignments, restrict access to certain projects or proceed with permanent exclusion from the program.

In the event of a serious breach, Camelo may end the collaboration immediately, without notice or compensation, subject to any mandatory legal provisions that apply.

Suspension from or exclusion from the program does not affect the obligations which, by their nature, must survive the end of the collaboration, in particular those relating to confidentiality, intellectual property and non-solicitation of clients.

14. Limitation of liability

Joining the Camelo AI Artist Program guarantees no minimum volume of assignments, income, turnover or level of activity.

Participation in the program creates no obligation for Camelo to entrust a given number of projects, nor to maintain a continuous collaboration with the creator.

Each assignment is independent and is subject to its own conditions, in particular as regards its scope, deadlines, remuneration, validation arrangements and any revisions.

Camelo may not be held liable for the consequences of an absence of assignments, a reduction in the volume of activity, the refusal of a deliverable by a client, the cancellation of a project or any decision taken by a client in connection with the performance of an assignment.

The creator remains solely responsible for organising their activity, for their administrative, tax, social security and accounting obligations, and for the technical means required to perform the assignments.

Camelo's liability may be engaged only in the event of proven fault directly attributable to it, within the limits provided for by the applicable legislation.

15. Before applying

Before submitting your application, make sure that your portfolio faithfully reflects your best level of skill, creativity and execution.

The work presented must be representative of your own work and must respect the intellectual property rights of third parties.

Camelo values above all the quality of deliverables, creativity, reliability, professionalism and the honouring of commitments, rather than the volume of work presented.

Submitting a portfolio does not guarantee admission to the Camelo AI Artist Program. Each application is assessed individually against the criteria defined by Camelo.

16. Final provisions

This Camelo AI Artist Program Handbook may be amended, supplemented or updated at any time in order to take account of developments in Camelo's services, the technologies used, its clients' requirements, the applicable regulations or its internal policies.

The version published on the Camelo platform constitutes the only official and enforceable version.

Continued participation in the Camelo AI Artist Program after a new version is published constitutes acceptance of the changes made, subject to any mandatory legal provisions that apply.

This document is governed by Moroccan law.

Any dispute relating to its interpretation, performance or validity falls within the exclusive jurisdiction of the courts of Casablanca, save where a mandatory legal provision states otherwise.

By joining the Camelo AI Artist Program, the creator acknowledges that they have read this document, understand its scope and accept all of its provisions without reservation.