

The use of image material from 72k by Viocap AG via picdrop.com, email, or other links is subject to the following conditions: By clicking the checkbox "read, understood & I agree" on the image material request form under "Media Request" on the website www.72k.ch, the user (hereinafter referred to as "user") accepts the following conditions or those specified in the appendix for the use of image material from 72k without restrictions or reservations. The owner of the image rights is 72k by Viocap AG (hereinafter referred to as "72k") with its registered office at: Bahnhofstrasse 21B, 4106 Therwil (BL), Switzerland, VAT ID: CHE-243.394.

Terms and conditions for the use of image rights of 72k by Viocap AG and copyrights

72k by Viocap AG, based in Therwil/BL, Switzerland (hereinafter referred to as "72k"), is the owner of the image rights and holds the rights of use and exploitation for images, videos, graphics, pictorial representations, and other digital media (e.g., GIFs, PDF files, etc.) shared via picdrop.com, email, or other links. Service providers and content creators directly commissioned by 72k, such as photographers, videographers, models, and agencies, are the respective copyright holders.

72k grants partners, customers, media, and users (hereinafter referred to as "users") limited rights of use and exploitation. These are set out below and are fully accepted by the user by submitting the image request form on the 72k.ch website and confirming acceptance by ticking "read, understood & I agree."

1. 72k grants the user limited use of the images, videos, graphics, pictorial representations, and other digital media on their website, in their online shop, in print media, on social media, in advertising, and on other public online platforms, as well as at their own points of sale and event stands, in order to draw attention to 72k's offerings and to promote them, including in their own interest..
2. The use of image material on posters and/or screens on public or semi-public property is not permitted without the prior express written consent of 72k.
3. For this purpose, the user is entitled to crop the images and/or combine them with other images, taking into account the interests of the creators of the works. In doing so, the user shall take care to ensure that motifs of particular design quality are not degraded. However, cropping parts of the image or motif or using parts of one image in another image (montages) is not permitted.
4. The user shall name "72k.ch" as the copyright holder on the website or online shop where they embed the images, or in the imprint of the website or online shop, in print and online media (especially social media) directly on the images or in the post itself. The "72k.ch" name shall be displayed in a font size of at least 8pt.

5. The sale, transfer, or lending of images, videos, graphics, pictorial representations, and other digital media provided for use by 72k is prohibited.
6. 72k accepts no responsibility for any claims asserted by third parties against the rights user arising from misinformation provided by the author regarding authorship and image rights.
7. The use of shared images, videos, graphics, pictorial representations, and other digital media (or even parts thereof) may be prohibited by 72k at any time and without justification by means of verbal notification or request by email. In this case, the user undertakes to immediately remove the image material in question, including any copies made, from the internet and to cease using it in any type of media (e.g., websites, online shops, print and digital media, in particular social media, etc.).

Therwil, 30.07.2025

Contact:

72k by Viocap AG
Bahnhofstrasse 21B
CH-4106 Therwil (BL)
marketing@72k.ch

Apply for access to 72k media pack via:
www.72k.ch/media-request