

GUIDELINES FOR EXTERNAL NEWSLETTERS

INTRODUCTION

The purpose of this document is to remind you of certain rules and best practices for the distribution of content by CACIB staff to external recipients (client lists, for example). Compliance with these rules will ensure the consistency, compliance and quality of our newsletters.

I. CONTENT

1.1. Use of content

Content is the responsibility of the business lines, and must be approved by the hierarchical managers of the various business lines.

Data used in newsletters must be public, non-confidential and legally obtained.

1.2. Copyrights

Please respect the copyrights and licenses associated with the images, texts, etc. used in the newsletters.

It is strictly forbidden to use content protected by copyright.

1.3. Image rights

Before using an image, make sure it is free of copyright.

Royalty-free does not mean free to use.

Use only our subscription to the Shutterstock image bank for your newsletter.

II. DISCLAIMER

II.1. Legal disclaimer

Each newsletter must contain a legal disclaimer validated by the Legal and Compliance departments of the business lines. This disclaimer must be reviewed periodically in the event of new newsletters/new recipients/new countries.

II.2. GDPR reminder

You are required to comply with the GDPR if you sell goods or services to EU residents, or if you collect personal data belonging to EU residents. And although the UK is no longer an EU member state, GDPR compliance continues to extend to UK residents for the time being.

III. TEMPLATE

III.1. Visual consistency

Use the official newsletter template in Word format to ensure visual consistency and uniform branding.

The graphic charter, provided by the Communications Department, defines Crédit Agricole CIB's visual territory. Colors, fonts, headers and footers must follow our design guidelines.

The Crédit Agricole CIB logo is composed of the "CA" symbol and the words "Crédit Agricole Corporate & Investment Bank". Any reproduction of the corporate logo must be made from a high-definition file. The logo is a registered trademark in France and internationally. Only this logo is authorized for external use.

III.2. Structured content

Organize content logically, with a catchy title, summary, distinct sections and well-formatted links.

Make sure content is easy to read and navigate on all devices.

IV. DISTRIBUTION CHANNEL

IV.1. Target

Identify the target audience for each newsletter and personalize content accordingly.

Avoid sending irrelevant newsletters to customers.

IV.2. Follow-up

Keep track of contacts who receive newsletters.

Maintain a library of all newsletters.

These guidelines must be followed rigorously to ensure the quality, legal compliance and effectiveness of our email communications.

If any questions or concerns arise when creating a newsletter, please do not hesitate to consult the COM team for further advice.