

ARCHIVING

1. Purpose. To provide a guide to Liquorice Marketing Limited (LML) clients and staff on which files may be archived or deleted

2. Scope. This policy and the associated procedures relates to storage of designs, artwork and assets (collectively referred to as files) should be used in conjunction with the company's other relevant policies and procedures and specific client contracts where this standard policy may be overridden. This does not extend to data or related information which will be covered by the company's data protection policies

3. Overview. LML will hold files for the following reasons and durations. There is no obligation for LML to notify anyone when complying with this policy

3.1. Final Artwork / Assets. LML will hold these assets for a period of 6 months defined as the after the project is completed. Completion is defined as the day the campaign went live. During this period the client may request supply of final assets once at any point and there will be no charge for this.

3.2. Underlying source files. All source files, unless explicitly stated in the Schedule of Works or Contract remain the exclusive property of LML. LML will archive source files, and schedule these for deletion 6 months after the last invoice date of the last engagement with the client. If ownership of the source files is contractually passed to the client wither as part of the original contract or through a subsequent purchase, they will be supplied to the client at the earliest possible time. It thereafter becomes the client's responsibility to store files and LML

3.3 concepts not progressed. All concepts revealed to the client but not progressed, remain the exclusive property of LML. LML may retain these concepts ad infinitum for whatsoever purpose LML decides fit.