



**Hewlett Packard**  
Enterprise

# Legal Guidelines for PowerPoint

HPE Legal Team  
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# Legal Guidelines for PowerPoint presentations

## Third Party Content

- Do not use any third party content in your presentations without proper licenses or approvals.
  - Third party content includes images, music, diagrams, drawings, video clips, illustrations, comics, prose, characters, social media posts, memes, GIFs, or any other content owned or produced by any party other than HPE and for which HPE does not have a license to make use of such content.
  - Do not procure content from websites that claim to offer royalty-free assets for use for free, under creative commons licenses, from YouTube, or other low cost/free sites.
- Do not use any names, trademarks, logos, or other branded materials of or from third parties, including clients, customers, or partners, without first getting the necessary approval and release forms signed by such third party.
  - If you want to include a reference to a customer or use any of its content, submit a request through the Customer Advocacy References Request Hub.
  - For other third parties, in most cases the third party would supply forms that should be reviewed by your Commercial BU/Regional Legal Contact. If a third party does not have a form, please consult with Trademarks Legal and your Commercial BU/Regional Legal Contact.
- Do not use content if its source is unclear, and do not assume that content found in previous HPE presentations is automatically OK to use for a current project – licenses or other approvals may have expired.

## Permissible Content

- If possible, obtain all footage/imagery for your presentations through Brand Central.
- If you need content that is not available through Brand Central, you should open a ticket in the CRT tool by clicking on the “Open Support Ticket ?” at the top right of Brand Central’s navigation bar and the Brand Team will get in touch with you regarding acceptable options to obtain content, including through trusted sites such as Getty and Pond5.



# Legal Guidelines for PowerPoint presentations

## Claims Regarding HPE Products/Services

- Only make a claim about HPE and our products or services in your presentations if it is true, accurate, fair, complete, and supported by objectively verifiable, reliable, quantifiable, and substantiating information which remains up-to date during the life of the presentation. Retain all such substantiating information.

## Screenshots/Demos of HPE Products

- Do not use screenshots or provide product demonstrations that contain any HPE (or third party) confidential or proprietary information or any other identifiable information that poses security vulnerabilities (e.g., IP addresses).
- When showing screenshots or demos of interfaces, conceal or remove (i) all third party trademarks and logos (e.g., software icons) and (ii) any information that could possibly identify customers, partners or other non-consenting parties (including names, email addresses, phone numbers, etc.).

## Presentations at Conferences and Events

- If your presentation is for a third party conference or event and you are asked to sign any release form or other document, you must first engage Trademarks Legal and your Commercial/Regional BU Legal Contact for approval. Please also contact Jeff Askew on the Brand Team before you grant any third party the right to use the HPE logo at an event, as a Display Authorization Agreement must be executed if the Brand Team approves.

## HP Inc. Brand Identity

- All elements of the HP Inc. brand identity must be retired and not used in any HPE presentation. This includes but is not limited to: HP logo, product images/photography/b-rolls showing HP logo, HP color palette and fonts.

**If you have any questions reach out to your BU Commercial Attorney, and they can reach out to Trademark Legal, if necessary.**



# Disclosure Statement

Audience	Disclosure Statement	Guidelines
Use for training HPE Employees, Outsourced, Channel Partners and Customer Education training material	Confidential – For Training Purposes Only	Can only be shared on PSNow and Seismic Not to be uploaded on HPE.com or public platforms Not to be shown to the customers, or share with customers either digitally or as print copies
If the document is for HPE employees and partners who have agreed to keep it confidential and is not to be shared with customers, label it	Confidential   Authorized HPE Partner Use Only	Can be shared on PSNow and Seismic Not to be uploaded on HPE.com or public platforms Can be shown to customers either digitally or as print copies (need to include in the description that a CDA* is required to share with the customer) and not to be left behind
If the document is for HPE employees and is not to be shared with customers or partners, label it	HPE Internal Use Only	Can only be shared on PSNow, Seismic (Internal employees) Not to be uploaded on HPE.com or public platforms Not to be shown or handed over to partners or customers either digitally or as print copies
If the document can be shared with customers or the general public and does not have any confidential or proprietary information	No Document Label Needed	Can be uploaded both on PSNow and Seismic Can be shown to customers/partners either digitally or as print copies Document will be searchable through search engines. To avoid, use it as Gated Asset or stage your release dates
Presentation for events	No Document Label Needed	Can be uploaded both on PSNow, Seismic, and public platforms Can be handed over to customers/partners either digitally or as print copies Document will be searchable through search engines. To avoid, use it as Gated Asset or stage your release dates

\* Please refer to next slide





# Confidential Disclosure Agreement

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- The information contained in this presentation is considered Confidential Information of Hewlett Packard Enterprise (HPE) and is subject to the Confidentiality terms and conditions in your HPE vendor or partner agreement
- This presentation may be shared with HPE Authorized Service Providers and Channel Partners in hard-copy or electronic format for their internal training purposes only
- This presentation is NOT to be used as a 'leave behind' for HPE external customers
- The information in the presentation may only be shared verbally with HPE external customers who are under CDA and should NOT be used for commercial purposes
- Do not remove any classification labels, warnings or disclaimers on any slide or modify this presentation to change the classification level
- Do not remove this slide from the presentation
- HPE does not warrant or represent that it will introduce any product to which the information relates
- The information contained herein is subject to change without notice
- HPE makes no warranties regarding the accuracy of this information
- The only warranties for HPE products and services are set forth in the express warranty statements accompanying such products and services
- Nothing herein should be construed as constituting an additional warranty
- HPE shall not be liable for technical or editorial errors or omissions contained herein
- Strict adherence to the HPE Standards of Business Conduct regarding this classification level is critical

