

## **Re: Unauthorized Commercial Use of Personal Image**

### **To:**

Digital Unicorn Services Co., Ltd  
L6-01 Room, 6th Floor, 343 Hoang Sa Street, Tan Dinh Ward, District 1, Ho Chi Minh City,  
Vietnam  
Attn: Mr. Julien Denis Kacem Lucas – Director

### **From:**

Mr. Simon Renaud  
1183 Rue Mérici, Québec City, QC G2L 2R1, Canada  
Temporary address: 131/25 Nguyen Van Huong, Thao Dien Ward, Thu Duc City, Ho Chi Minh  
City, Vietnam  
Email: sn.renaud@gmail.com

**Date:** 5 November 2025

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Dear Mr. Julien Denis Kacem Lucas,

It has come to my attention that **Digital Unicorn Services Co., Ltd** (“the Company”) is publicly displaying and promoting my photograph and likeness on its official website (*digitalunicorn.fr*), specifically in the “About Us / Team” section. This use was made **without my knowledge, consent, or written authorization** and is being used for **commercial marketing purposes**.

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## **1. Legal Basis**

Under **Article 32 of the Civil Code 2015 of Vietnam**, every individual has the right to their own image. The use of any person’s image **requires prior consent**, except where serving the State’s or community’s interests. Unauthorized use for advertising or commercial gain constitutes an **infringement of personality rights**.

Further, **Article 592 of the Civil Code 2015** entitles the person whose image rights have been violated to demand:

- Immediate cessation of the infringement and removal of the image;
- A public apology or correction, if appropriate; and
- **Compensation** for both *material* and *non-material (moral)* damages.

Vietnamese jurisprudence and related instruments, including **Articles 198–199 of the Law on Intellectual Property** and **Decree 131/2013/NĐ-CP**, confirm that unauthorized commercial exploitation of an individual’s image constitutes a compensable civil wrong.

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## **2. Compensation Entitlement**

For moral damage alone, Article 592 allows compensation up to **ten months of the State base salary** (currently about 20 million VND ≈ EUR 660).

However, because the Company has used my image for **commercial promotion and brand representation**, the infringement extends beyond moral harm and includes **commercial and reputational damage**.

Comparable precedents for unauthorized commercial use in Vietnam have resulted in settlements ranging between **50 million and 100 million VND**. Considering the scope, visibility, and duration of the Company's use, I hereby demand **compensation of 75 million VND (approximately EUR 2 475 at an exchange rate of 1 EUR = 30 300 VND)**, representing both statutory moral damages and reasonable commercial loss.

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### 3. Demands

Accordingly, I formally demand that **Digital Unicorn Services Co., Ltd**:

1. **Immediately remove** my image, likeness, and any related visuals from all company websites, social-media channels, presentations, and promotional materials;
2. **Confirm in writing no later than 18:00 (Vietnam time, GMT +7) on 7 November 2025** that all such images have been permanently deleted from every online and offline source; and
3. **Pay compensation of 75 million VND (≈ EUR 2 475)** in cleared funds **no later than 18:00 (Vietnam time, GMT +7) on 12 November 2025** to the following bank account:

#### Bank Account Details:

- *Account Holder:* SIMON RENAUD
- *Bank Name:* DESJARDINS CCDQCAMM
- *Account Number :* 635953
- *Currency:* EUR

Should the Company fail to comply within these deadlines, I will have no alternative but to:

- File a **civil claim** before the competent People's Court pursuant to Articles 32 and 592 of the Civil Code;
  - Seek full **material and moral damages**, including statutory interest and legal costs; and
  - Submit a formal complaint to the **Department of Information and Communications of Ho Chi Minh City** for administrative enforcement under **Decree 131/2013/NĐ-CP**.
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### 4. Reservation of Rights

This demand is made **without prejudice** to any other rights or claims I may hold against the Company, including those concerning contractual breaches or unpaid remuneration. No waiver or concession is implied unless confirmed in a mutually executed written settlement.

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Please confirm in writing by the deadlines above that the image has been removed and the compensation settled. Absent such confirmation, I will proceed with legal action **without further notice**.

Sincerely,

Simon Renauld