15. CONFIDENTIALITY & CONTACT

- The Advertiser or its Communication Agency is committed to maintaining the confidentiality of all production offers and director's treatments submitted by the Production Company during a pitch.
- The Production Company is responsible for safeguarding the confidentiality of the project and ensuring that this obligation is communicated to its staff and crew.
- Information about the production may only be shared by the Production Company when it is essential for pre-production, the shoot, or other production activities (e.g., inviting cast members for a casting call).
- The Production Company is permitted to showcase the final work on its website or social media platforms only after the Advertiser or its Communication Agency has officially launched the advertisement. The Advertiser or its Communication Agency will inform the Production Company of the launch date to ensure proper coordination.

15.1 BCP CONFIDENTIAL CONTACT POINT

The BCP coordinator acts as a confidential contact for Production Companies, Advertisers, their Communication Agencies, and all other parties involved in the production of commercials or branded content created by a BCP member, particularly in cases where the guidelines and recommendations are not adhered to.

BCP Belgium VZW
Rue Général Tombeurstraat 71
1040 Brussels

Coordination BCP Belgium
Johan Vandepoel
johan@bcpbelgium.be

bcpbelgium.be