

1. Purpose & Scope

These terms govern any photography, filming, video recording, or audio recording conducted inside or on the premises of a Bridge Locations retail store, by any individual or organization other than Bridge Locations employees acting in the course of their normal duties. This includes, but is not limited to: press and media, content creators and influencers, students and researchers, and Comcast employees, marketing representatives, PR partners, or contractors.

No filming or photography intended for external publication, broadcast, or distribution may occur in a Bridge Locations store without prior written approval, regardless of scale, budget, or the requester's relationship to Bridge Locations or Comcast.

2. Approval Process

- All requests must be submitted through the official Bridge Locations Media Request Form prior to any filming activity.
- Approval will be confirmed in writing (email or written agreement) prior to the scheduled date.
- Bridge Locations reserves the right to approve, deny, reschedule, or revoke approval for any request, at its sole discretion.
- Approved requests are valid only for the store location(s), date(s), and scope specifically approved. Any change in scope requires a new or amended approval.

3. Pre-Approved Events (Store Openings)

Photography and videography occurring **on the day of** a Bridge Locations store opening or grand opening event — including coverage by local press, chamber of commerce representatives, and Comcast marketing or PR partners co-organizing or supporting the event — are pre-approved and do not require submission of the Media Request Form.

This exception is limited to the date of the event itself. Filming conducted before or after the opening day, even if related to the same store or occasion, requires standard approval through the Media Request Form. This exception also applies only to filming that is part of the planned event; unrelated content opportunities occurring on the same day (e.g., a separate influencer shoot not connected to the event) still require standard approval.

All other protections in these Terms continue to apply to pre-approved events, including consent requirements for minors, employee opt-out rights, and restricted access to non-public areas of the store.

4. Comcast-Specific Provision

Because Bridge Locations operates as an authorized Comcast retailer, filming or photography coordinated by Comcast marketing, PR, field, or regional teams is **not exempt** from this approval process, even when informal, low-budget, or intended solely for social media. Comcast personnel and partners should route such requests through this same process to ensure alignment with Bridge Locations' brand, operational, and privacy standards.

5. On-Site Conduct

- Filming must not disrupt normal store operations or the customer experience.
- Approved filming is restricted to public-facing areas of the store. The following areas are strictly off-limits: back-of-house/stockroom, cash office, break rooms, and any other employee-only space.
- A Bridge Locations representative (Store Manager or designee) must be present and may pause or end filming at any time for reasons including, but not limited to, customer privacy, safety, or business disruption.
- All approved filming parties must comply with reasonable instructions from on-site Bridge Locations staff.

6. Privacy & Consent

- Written or verbal consent must be obtained from any identifiable customer or employee appearing in the recorded content, prior to publication.
- **Filming or photographing minors requires written consent from a parent or legal guardian**, obtained prior to filming.
- Bridge Locations employees may decline to be filmed or photographed and must not be pressured to participate.

7. Branding & Trademark Use

- Use of the Bridge Locations name, logo, store signage, or trade dress in any published content requires explicit written permission, granted separately from filming approval.
- Use of the Comcast name, logo, or trademarks is governed by Comcast's own brand guidelines and requires separate approval from Comcast, in addition to Bridge Locations' approval.

8. Content Review

Bridge Locations reserves the right to review final content prior to public release when Bridge Locations' name, likeness, employees, or store locations are featured. Bridge Locations may request edits or, in cases of misrepresentation or brand/privacy concerns, decline to authorize publication.

9. Usage Rights

- Approval to film does not automatically grant rights to use Bridge Locations' name, brand, or likeness in perpetuity. Usage rights (e.g., one-time social post vs. ongoing promotional use) must be specified in the request and confirmed in the written approval.
- Bridge Locations may revoke previously granted usage rights if content is used in a manner inconsistent with what was approved.

10. Liability & Insurance

- Individuals and organizations filming on Bridge Locations premises do so at their own risk.
- Commercial productions (e.g., paid advertising shoots, broadcast news crews with equipment beyond a handheld device) may be required to provide a certificate of insurance naming Bridge Locations as an additional insured, prior to approval.
- Bridge Locations is not responsible for any injury, loss, or damage arising from filming activity on its premises.

11. Non-Compliance

Failure to comply with these terms may result in:

- Immediate suspension of filming activity on-site
- Request for removal or non-publication of captured content
- Denial of future filming requests
- Further action as appropriate, including legal remedies for unauthorized use of Bridge Locations' brand or trademarks

12. Acknowledgment

By submitting a Media Request Form, the requester acknowledges having read and agreed to these Filming & Media Terms in full.