DESIGNERS DATABASE CzechTrade

The official Designers Database CzechTrade is operated by the Czech Trade Promotion Agency/CzechTrade (hereinafter referred to as the "CzechTrade") – the national export promotion agency of the Ministry of Industry and Trade of the Czech Republic.

The **Designers Database** CzechTrade is a reference list of people or companies with high professional standards providing design consultancy services. It serves to provide contacts to suppliers of design services, primarily to those interested in support from the Operational Programme Enterprise and Innovation for Competitiveness (OPIE) as well as to the professional public, journalists or schools. Through the database, the CzechTrade promotes registered designers abroad.

The Designers Database CzechTrade is located at http://designers-database.eu.

Entry into the Designers Database CzechTrade is **free of charge,** and only entities operating in the fields of **industrial and product design, applied arts, arts and crafts, architecture, graphic design and digital communication** (hereinafter referred to as the designer) may be entered into it. Specifically, this means:

1. Czech legal entities and natural persons who are entrepreneurs and/or who carry out their activities on the basis of Act No. 121/2000 Coll., Copyright Act, as amended

2. foreign entities (legal entities, natural persons) who carry out their activities in the Czech Republic through their organisational units and/or possessing other authorisations on the basis of which they can carry out business activities in the Czech Republic according to the applicable legal regulations of the Czech legal system.

Terms and conditions for free entry into the online Designers Database

Only one entry per entity (designer, design studio) can be entered into the Designers Database CzechTrade in both Czech and English.

The designer is required to indicate his/her/its specialisation in at least one of the following fields:

- **machinery** (design associated with design work, tools, agricultural machinery)
- **medical technology** (sanitary goods),
- **means of transport**
- **electronics**
- **furniture (interior, urban furniture), interior accessories**
- **fashion** (clothing, footwear, textile design, accessories, jewellery)
- **glass, porcelain**
- **others** (arts and crafts, toys, tableware, cooking utensils, sporting goods, musical instruments, packaging with emphasis on design, etc.),
- **architecture** (interior and exterior design, trade fair displays),
- **graphic design** (corporate identity – logo, elements, fonts, colours, typography, styling of photographs or illustrations, layouts of basic materials, applications for machines and buildings, etc.; graphic manual; printed materials; packaging design; templates for documents and merchandise printed materials; promotional items; graphics for digital presentation – websites, branding for social networks, online campaigns; illustrations – digital, vector, handmade)
- **digital communication** (videos, websites, flash banners, animation, realising virtual reality environments, 3D models, virtual reality environments – characters, symbols, virtual landscapes)

A single registration may include more than one discipline. **In case of inclusion in the field concerned, the entity must have at least one actual project in this field** that is not older than 3 years.

The designer proves that they meets the conditions for registration by presenting his/her/its own projects – reference projects that will be published in the database.

The validity period of entries entered into the online database is 12 months from the date of publication of the entry. The validity of all listings can be repeatedly extended for a further 12 months following an email invitation from the client centre staff received by the designer one month before the expiry of the profile. If the designer does not confirm the update of the profile (contact details, reference projects and actual work) within the required time, his/her/its profile will not be appear in the database after its expiry.

The data entered in the database and other information on the website to which the entry refers must not contradict the applicable laws of the Czech Republic, the European Union, relevant international laws and generally accepted ethical and moral values and rules.

The CzechTrade is not liable for any damages or lost profits resulting from the inclusion of data in the online database, even if it complies with these rules.

How to get a free entry in the online Designers Database

For ordering and entering entries into the online Designers Database CzechTrade, the client has at his/her/its disposal the online client interface www.designers-database.eu, accessible on the basis of the username and password[1] , which he/she/it creates him/her/itself or is sent to him/her/it by the staff of the client centre.[2]

The designer **registers** using the form available in the database menu – *New Designer*, which is sent to the client centre after filling in the required data. The client centre generates and sends the designer access details authorising the designer to **edit his/her/its entry**.

The designer fills in the information in his/her/its profile and sends it to the client centre with a **request for publication** in the public part of the database. The client centre will check the entry, and if the designer's entry meets the registration conditions, it will **publish the profile** in the public part of the Designers Database CzechTrade. The designer will be informed by email about the publication of the profile. By submitting a request for publication, the designer also solemnly declares that all actual work provided and to be provided in the future for the purpose of presentation in the Designers Database CzechTrade in accordance with the wording of the Rules and Conditions are exclusively his/her/its author's work within the meaning of Act No. 121/2000 Coll., on Copyright, on Rights Related to Copyright and on Amendments to Certain Acts (Copyright Act), as amended, and that he/she/it is the owner of all necessary intellectual property rights to provide the actual work in question.

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[1] The "designer" does not disclose the password to third parties in his/her/its own interest and can change it at any time if necessary in the "Settings" tab of the online client interface. CzechTrade is not responsible for any misuse of the access details for the client centre. If the "designer" forgets the password, he/she/it can use the function of sending forgotten login data in the client interface.

[2] If the "designer" does not have an ID number, contact helpdesk@czechtrade.cz to register. Based on the contact details sent (name, phone, address and website), he/she/it will receive the access details for the database. In the subject line of the email, he/she/it will put "Designer registration without an ID".

The final form of all entries in the online database is determined by the CzechTrade client centre staff, and they reserve the right to check and modify the final version before its publication in the database. The CzechTrade also reserves the right to request additional data from the designer.

The CzechTrade online database client centre reserves the right to control the content and modify the final version of the data, especially the annotation and the description of the designer's activities. The Client Centre also reserves the right to reassign the designer's entry to another, relevant category of disciplines, or to create new categories of disciplines. Therefore, the client centre reserves the right to send information related to changes and modifications to the online database to individual designers and contacts located therein.

The designer always uses the client interface to manage his/her/its entry, which is accessed by clicking on *Log in* and using the information he/she/it receives in the process of establishing access during registration. The designer can make changes to their entry at any time through the *Edit* function. Once new information has been entered, it is always necessary to request publication from the client centre (see description above).

Closing of registration in the online Designers Database CzechTrade

The form of entries in the CzechTrade online database is subject to the above-mentioned binding rules. Any violation of the rules stated herein may result in the editing or deletion of the entry from the database.

The entry can be cancelled by sending the "designer's" request to the client centre at any time before the expiration of 12 months.

If the "designer" does not confirm the update of the profile within the required deadline, his/her/its profile will not be published in the database after the expiry date.

Information in the designer's profile listed in the Designers Database CzechTrade

The entry is divided into three sections. In all sections, there are inputs that must be filled in the entry.

1. <u>Basic information</u> (name, description, field of activity, the designer's contact details)
   The name should be given in the exact wording of the trade certificate or commercial register. If you do not have a trade licence (company registration number) and you carry out design activities in accordance with the Copyright Act, please contact helpdesk@czechtrade.cz to fill in the details. Always provide the phone number in the international format, e.g. +420...

2. <u>Extended information</u> (language skills, membership in professional organisations, qualifications)
   Qualification means education, professional experience.

3. <u>Completed projects</u> (The designer enters any number of projects he/she/it has completed in the specified period.)
   For each project, he/she/it fills in information such as the name of the client, the year the project was completed, a description of the actual work and any awards received. An integral and mandatory part of the completed project is at least one 200 kB photo in JPG or PNG format, which the designer also uploads for the project.