



## Welcome to Cisco's Reference Program

We feel fortunate to have you and [Company Name] as a reference for the Cisco technologies, services, and programs you currently use. This document outlines the different ways we can work together to document and promote your success.

As a public reference, you may be asked to participate in opportunities such as telling your success story in written or video format or speaking at a Cisco or industry event.

Opportunities to act as a private reference are also available. You may be asked to share your experiences with Cisco technologies, services, and programs with your peers via phone or in person, at a time that is convenient for you both.

The decision to participate in a specific public or private reference opportunity is always yours.

Before we share your story publicly, we request that you read and understand the terms below between Cisco Systems, Inc., and you on behalf of [Company Name] ("you," "your"). These are the terms under which Cisco will use and promote your success story.

### You, and in your capacity on behalf of [Company Name], understand that:

- Cisco, its agents, or contractors may, with permission, interview and/or record you or other employees to gather information. Personal information collected will be used solely to produce reference content and in accordance with Cisco's [privacy statement](#).
- Prior to publishing, you will review and approve in writing, final reference content for factual accuracy and to prevent the disclosure of any confidential information.
- We may display your company name, trademarks, service marks, logos, and other identifying information in reference content only in ways that have been approved and agreed to by you in writing, and in accordance with the guidelines you provide.
- Aside from your trademarks, service marks, logos or other intellectual property that may appear in reference content, Cisco will own all copyrights in the content it creates.
- You will have the right to publish and use the final, approved content solely for your marketing purposes, so long as you do not make edits.
- You grant Cisco the right to use, publish, promote, share, and display final, approved reference content on Cisco's public websites, in all current and future media types, at events in which Cisco participates or sponsors, in marketing collateral and when communicating with the press and the public.
- Cisco and you agree to stop using reference content within a reasonable time upon written request from the other party and acknowledge that it may be difficult or impossible to remove the content from all sources.
- You agree to release Cisco and our employees, contractors, and agents from claims relating to use of the material and information that you provide, so long as such use is in accordance with the terms of this agreement.
- Cisco is not obligated to publish your story and, if we do, you will not receive compensation or incentive from Cisco.

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By signing below, I acknowledge that I have read and understand the terms above. I confirm that I am an authorized representative of [Company Name] with the authority to grant Cisco permission to use my company's name publicly. I understand that my signature is not a commitment from me or [Company Name] to participate in any specific reference activity and that I/we may opt out at any time.

[Contact Full Name]

Signature:

Date Signed:

Job title/position:

Email: