

Digital Asset Management Guideline

DAM* is the central repository for all digital Communications and Marketing assets at Siemens.

- Every asset must be accompanied by clear documentation showing its ownership or usage rights. This prevents uncertainties and ensures Siemens adheres to legal requirements when using these assets.
- Unauthorized use of material which is protected by Copyright Laws may result in cease-and-desist orders and the payment of damages.

By maintaining a diligent approach to asset management, we can protect our organization from potential legal disputes while ensuring responsible and lawful handling of the assets.

Due to the wide variety and complexity of communication use cases across global operations, this guideline cannot cover all scenarios. The information provided is intended to serve as a general framework for handling communication and marketing assets, with a focus on understanding and evaluating the potential risks associated with not using DAM.

You can find helpful documents and templates for communication use cases from Legal under this [link](#). Further DAM related information you can find on siemens.com/dam in the footer.

For advice in individual cases please contact your legal contact who is responsible for you. To find your legal contact, you type your name in [Siemens Hello](#) and press enter. Then click on the search result with your name. You will get an overview of all business contacts assigned to your organizational unit.

*DAM provides a complete range of assets:

- Animations
- Audio files
- Banner ads
- Brochures
- Documents
- Icons
- Images
- Video clips
- 3D visuals