

Lab Guidelines

YOLA is a platform for creative thinkers regardless of culture or background, to showcase their work, discover work of others, to collaborate within so-called 'labs', to discuss, cocreate, generate new ideas and offer innovation to third parties.

To help us keep the quality of our community high, please follow these guidelines when posting and sharing your work or engaging in conversations in the different labs you are joining or are invited to. If you come across content that violates these guidelines, please let us know via info@yourownlab.com

Profile and portfolio

Please provide all adequate information, as requested on the registration of Yola, be it online via the www.yourownlab.com website or the YOLA app. On the Privacy settings in the YOLA app, you can decide what part of your information you want to keep private. Your portfolio is to share your creative work. Do not upload or share other people's work that you like on your portfolio. By posting work on your portfolio you acknowledge that it is your work, and you hold all IP rights for it.

Respect Intellectual Property Rights

Don't present other people's work as your own or overstate your own role in creating something. Don't use other people's trademarks without permission. If you want to report misuse of your own creative work or your own trademark by one of our users, mail info@yourownlab.com

Respect Privacy

Don't use YOLA to reveal private information about other people. And don't upload photographic portraits or nude images of identifiable people unless you have their permission.

Disciplines

Profiling is an important step in the YOLA methodology. Yola features a profiling system based on Addictlab's table of human creative capabilities, its well-known Mendeljev-like table. Simply click on the elements or sections that fit you. You can present yourself showing the disciplines you are active in, professionally, or you are passionate about. Because sometimes, those aren't the same.

People will be able to find you better in the database via the search function when looking for disciplines.

And when setting up teams and inviting people for labs, we select our team members based on the personal interest and professional skill you have mentioned on your profile.

Hubs

You can link yourself to a physical location mentioned as 'hub' on the app. The list of hubs will grow as we roll out the concept.

Linking you to a physical hub means you become part of a community that is driven by a location, city or building. You then can be invited to join certain local labs opened by 'your' hub. You will be listed as a labmember on the Hub's page. Linking you to a hub does not entail any contract between you and the hub. There is no obligation of delivery of services what so ever, from you to the hub or vice versa.

If you have no affiliation with the hubs mentioned, select the 'no hub – cloud member' option and you become part of the Addictlab 'cloud' community.

About ground vs cloud: A *local (or ground) lab* has the advantage of being linked to a space, a hub, a room, a city, basically any geographical identity. A *cloud lab*, on the other hand, has the advantage of being clearly open to contributors from all over the world, regardless background, culture, disciplines and more. Ground and cloud labs are no contradiction, quite on the contrary: they reinforce themselves when combined.

Local lab? Let's have coffee. The local lab makes the research tangible, the community reachable and allows for the creation of an inspirational environment. In fact, every lab should have a physical appearance somewhere, sometime, somehow. As a local lab, this physical status is a condition sine qua non.

Compared to *cloud labs*, *local labs* have extra activities to plan. Brainstorm sessions, maker community, local talent research, exhibitions. In fact, a publication with lab results of a *cloud lab* can turn into a manual of an exhibition in a *ground lab*. Local lab meetings with contributors can turn into informal or inspirational get-togethers, and an **idea wall** installed in a local lab space with coincidental people passing by can turn out to be the most fruitful input for a lab project.

A local lab answers to the need of a 'hands on' mentality in a lab culture. Create, touch, make. The local lab responsible is called the **Lab Ambassador**. He or she is the local contact person who keeps the lab active by managing the local community and being the liaison officer between the active ground & cloud labs.

Examples of other local labs & hubs: For a company, the local labs can be inspirational meeting rooms or even the company restaurant, whereas for a country a local lab can be a city or a contemporary museum. For an event or conference, the local labs can be the breakout rooms. For the Creative Ring, www.creativering.eu - a local lab is synonym to the 'creative hubs' that are forming the Creative Ring. Once active, The Creative Ring will use Yola to build a creative community throughout Europe, using the physical buildings and the app as an entrance to the Ring.

Likes

YOLA features a 'like'-system visualized by a heart icon that you will find on people's work or on issues mentioned in labs. The heart icon works as a toggling button: click once and you'll add a 'like' heart, click again and your like will be deleted.

Labs

Labs are specific research platforms, set up by a Lab Owner or manager. The overall idea of YOLA is to bring together people in a lab environment to discuss in an open manner, to engage in a dialogue and concrete.

Depending the sort of lab, a lab community can be very small or very large in view of contributing people.

As a YOLA lab member, you can join in 'open' labs, or be invited to 'confidential' labs.

Starting a lab is also possible, conditions apply.

Setting up a Lab

Setting up a lab involves an agreement between the lab owner and YOLA / LAB001. This agreement has terms on size, duration, budget, partners and sponsoring, and could involve some sort of financial agreement between your organization or company and LAB001. Cost of generic labs needs to be covered by sponsors ('lab partners'), where as company labs need to be paid for by the companies or organizations ('lab clients') A transparent budgeting system is in place.

Rewards

We do not want people to give away ideas for free, hence the 'reward' option within each lab. Check for remuneration and/or other rewards when joining a lab. This will vary depending the different labs: it could mean a fee, gifts, but also being published, being part of an inspirational network, or any other way the lab can arrange for your talent to be 'accelerated'.

Do not engage in a lab when you can't find yourself in the rewards mentioned in the lab.

LAB001 does not hold any responsibility what so ever in offering nor delivering the rewards mentioned in the lab as it is the responsibility of the Lab owner and/or the Reward manager. Not delivering rewards mentioned on a lab by the Lab owner or the Reward manager, however, is one of the reasons for LAB001 to close down the lab. Should you be part of a lab and experiencing a lack of reward management, contact info@yourownlab.com

Search

You can easily search the database via the search button on the top right of the app. Search for people, labs, disciplines

Adult content

Refrain from posting work that depicts sexual acts, more extreme or graphic nudity, highly offensive content or graphically violent content. We also don't allow content that clearly is intended to promote hatred.

Automated or Scripted Behavior

YOLA is a platform for creative professionals to interact genuinely with one another. Because any automated or scripted process (such as bulk or automated following or appreciating user accounts, scripted commenting on projects, etc.) undermines the authenticity of our community, we suspend all accounts that engage in scripted behavior.

Terms of Use

These Terms of Use (“Terms”) govern your use of YourOwnLab (“YOLA, ADDICTLAB, LAB001”) web sites or services (“Services”) referencing these Terms. You can’t use our Services unless you agree to them, so please read them carefully. Before using any of the Services, you are required to read, understand and agree to these terms. You may only access the Services after reading and accepting these Terms of Use.

1. Your Agreement With Yola.

1.1 Choice of Law. Your relationship is with LAB.001 bvba, a Belgian company, and you agree to be bound by the laws of Belgium.

1.2 You agree that YOLA can use the data you provide to us in accordance with our Privacy Policy.

2. Content on your profile.

2.1 Ownership: You retain all rights and ownership in the content on your profile. YOLA does not claim any ownership rights in your profile content.

2.2 License to Your Content. Even though we don’t claim ownership of your content, we do need certain licenses to your content in order to operate and enable the Services. When you upload or submit content to our Services, you grant YOLA/LAB001 (and our parents and affiliates) a worldwide license to communicate, distribute, host, make modifications or derivative works (solely for the purpose of better showcase your work), publicly display, publicly perform, publish, reproduce, store, and use such content. The license granted by you is for the only purpose of operating, marketing, promoting, and improving our Services. We will attribute to you if we incorporate your content into a YOLA, Addictlab or YourOwnlab feature, publication, exhibition or into promotional or marketing materials.

2.3 Accessing and Sharing Your Content. By submitting your content to our Services, you also give other Yola users the right to share your content via various social medial platforms integrated or to be integrated with Yola. We may offer you ways to access and remove your content. Our Service may also provide ways for you to limit the scope

of use and access and other user's access and use of your content. You are responsible for determining the limitations that are placed on your content and for applying the appropriate level of access to your content. We do not monitor or control what others do with your content.

2.4 Termination of License. You may terminate this license at any time by removing your content from the Services. However, you agree that LAB001 may retain and use copies of your content for archival or backup purposes and for the investigation purpose mentioned later.

3. Submitting ideas and thoughts in a lab.

3.1 You can join Open labs to discuss, engage in conversation, or give ideas on certain topics.

3.2 As opposed to your own work and ideas uploaded on your profile, for which you are the sole owner, ideas generated in groups on labs can not be claimed by one member of the group. Ideas generated in groups and labs have no ownership other than LAB001 or a lab client if applicable.

3.3 If you have an idea on a certain topic that is appropriate but publishing it on a lab might harm your wish for execution, your ownership or future commercialization, we strongly advise you not to post it on the lab's pages, but get in contact with the lab owner or YOLA management.

3.4 Unless otherwise agreed upon with the lab owner, by entering a lab you have no obligation to provide Yola with ideas, suggestions or proposals ("Issues, Comments, Answers"). There is no contract or obligation to deliver. In some cases, however, the lab owner can wish to invite lab members and get into a mutual agreement on fees and or delivery obligations.

4. Who Can Use Our Services?

4.1 Service Eligibility: You can only use our Services if you are over 13 years old, it is legal for you to use our Services, and you are legally capable of entering into a binding contract. We welcome younger talent as 'lab members' too, but these should be assisted and represented by a parent or custodian.

4.2 International Users: Pages describing the Services are accessible from around the world but this does not mean all Services or service features are available in your country, or that user-generated content available via the Services is legal in your country. Lab.001 may block access to certain Services (or certain service features or content) in certain countries. It is your responsibility to make sure your use of the Services is legal in the country where you live. Services are not available in all languages.

5. Account Information.

You may need to create an account with us in order to use our Services. It is your responsibility to keep your log-in credentials secure and you are responsible to Lab001 for all activities that occur via your account. Unless LAB.001 expressly allows you the right to create and manage account information as a lab owner, lab reward manager or ambassador, you may not use another person's Account Information.

6. User Conduct.

6.1 Don't Abuse The Services: Please don't use the Services to do anything unlawful, infringing, disruptive, harmful, threatening, abusive, tortious, defamatory, libelous, lewd, profane, obscene, hateful or otherwise objectionable.

While you are free to promote your Creative Work on Yola, do not spam other users via messaging or project comments. Don't phish or collect other people's information without their consent. Don't frame our Services or our website without our approval. Don't copy or imitate our design, layout, or look-and-feel of the Service. Only use our Service to post your own creative work or take part in lab conversations.

Don't use the Services as a generic image hosting service such as for banner advertisements, etc. If LAB.001 decides that your conduct violates the Terms of Use, we may remove your content or disable your use of the Services at any time, with or without notice to you.

6.2 Impersonation. Because Yola is all about individuals getting credit for what they create, or contribute to a discussion, we require that you (and you agree to) use your real name in your profile. If we in good faith believe that you have created an account impersonating another person, we may, in our sole discretion and after an internal investigation, either transfer your account to the person who you are pretending to be or terminate your account with no liability to you.

6.3 Tell Us If You See Others Abusing The Services: Please report any problematic behavior or content you see on our Services by mailing info@yourownlab.com

7. Use of Our Services.

7.1 Certain Services such as opening a lab may be available only if you have paid a fee or have provided certain account information. As used in these Terms, “YOLA Materials” means any materials or software provided by LAB001 under these Terms, which may include materials that you or other users share through the Services.

7.2 Unless otherwise stated in a separate agreement, we are not responsible for (a) the loss, corruption, or damage to your content, (b) the deletion or accuracy of your content, or (c) the security, privacy, or communications related to your content.

7.4 We may include links to websites or services that we do not operate. We have no control over and are not responsible for the content appearing on these websites or services.

7.5 User-Generated Content. As you know, we host user-generated content from our users. If you access our Service, you may come across content that you may find offensive or upsetting. You agree that if the content at issue meets the Community Guidelines, your sole remedy is to simply stop viewing the content that bothers you. If the content violates the Community Guidelines, you agree your sole remedy is to tell us mailing us via info@yourownlab.com

8. Fees.

8.1 Subscription Fees. The use of Yola, profiling and uploading your work is free at this stage. Should LAB.001 decide to change this, the current Services agreement comes to an end. You can decide to engage in a new Services agreement should you be willing to do so.

8.2 Participation in open labs is free.

8.3 Certain labs with extra options and delivery for the people in a lab may require a fee.

8.4 Certain labs might require you to purchase a subscription or membership in order to access all or part of such Services.

8.5 Opening labs may require a fee, as this is the business model Yola is built upon.

8.6. You are responsible for paying all taxes levied in connection with your use of the Services. Your ability to access the Services may require payment of third-party fees (such as telephone toll charges, mobile carrier fees, ISP, data plan, credit card fees, foreign exchange fees, etc). which are solely your responsibility.

9. Investigations.

9.1 We don't review all content uploaded to the Services but we may use available technologies or processes to screen for certain types of illegal content (for example, child pornography) or other abusive content or behavior (for example, patterns of activity that indicate spam or phishing, or keywords that indicate adult content has been posted outside of the adult wall).

9.2 LAB.001 may access or disclose information about you, or your use of a service, (a) when it is required by law (such as when we receive a valid subpoena or search warrant); (b) to respond to your requests for customer service support; or (c) where we, in our discretion, think it is necessary to protect the rights, property or personal safety of Yola, our users, or the public.

10. YOLA Materials.

10.1 The Services and any trademarks, logo, sample code, software, and other content and assets ("YOLA Materials") that Lab001 provides to you as part of the Service are protected by intellectual property rights. Using our Services does not give you ownership of any such intellectual property rights. You may not use content accessible from our Service unless you obtain permission from its owner or are otherwise permitted by law. You are not permitted to use LAB001, ADDICTLAB, YOLA trademarks and logos related to the Services without our prior consent. Do not remove, obscure, or alter any text or proprietary notices contained in the YOLA Materials. You cannot use the YOLA Materials to construct any kind of database.

10.2 Software. If we make certain software available to you as part of the Service), then the software may be subject to a separate license agreement. If the software is a pre-release version, then the pre-release software is provided to you AS-IS and you are not permitted use the software for any commercial or production purposes (unless we have

given you specific written permission stating otherwise). If no such separate license agreement is available, then LAB.001 grants you a personal, non-transferrable, non-sub licensable license to use the software solely for the purpose of allowing you to use the Services in the manner permitted in these Terms.

You may not copy, modify, distribute, sell, or lease any part of the Services or the software, nor may you reverse engineer or decompile the software unless laws prohibit these restrictions and you have made written request to us first. The software may automatically download and install updates from LAB.001. These updates are designed to improve and enhance the Services and may take the form of bug fixes, new Software modules, and completely new versions. You agree to receive such updates (and permit LAB.001 to deliver these updates to you without your knowledge) as part of your use of the Services.

11. Your Warranty and Indemnification Obligations.

11.1 You represent and warrant that you own all intellectual property rights (or have obtained all necessary permissions) to your content and have the right to grant us the license stated in Section 2.2 above.

11.2 You also represent and warrant that your content will not violate or infringe any intellectual property right or other proprietary right, including the right of publicity or privacy, of any person or entity.

11.3 You agree to indemnify and hold LAB.001 and its subsidiaries, affiliates, officers, agents, employees, co-branders or other partners, and licensors harmless from any claim or demand, including reasonable attorneys' fees, due to or arising out of your content, your use of the Services or Yola Materials, your violation of the Terms, or your violation of any rights of another.

12. Our Disclaimer of Warranties.

12.1 You acknowledge and agree that by accessing or using the Services, you may be exposed to materials from others that you may consider offensive, indecent, or otherwise objectionable, and agree to accept that risk. Views expressed on our website or through our Services do not necessarily reflect our views. We do not support or endorse certain content posted by you or other users. Certain content from others may be incorrectly labeled, rated, or categorized.

12.2 Although we do what we can to provide security measures to protect your content, we are not liable for any damages resulting from the disclosure of your content.

12.3 Disclaimer of Warranties: YOU EXPRESSLY UNDERSTAND AND AGREE THAT, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE SERVICES AND YOLA MATERIALS ARE PROVIDED TO YOU "AS IS," WITHOUT WARRANTY OF ANY KIND, EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE. FOR EXAMPLE, WE MAKE NO WARRANTY THAT (a) THE SERVICES OR MATERIALS WILL MEET YOUR REQUIREMENTS OR WILL BE CONSTANTLY AVAILABLE, UNINTERRUPTED, TIMELY, SECURE, OR ERROR-FREE; (b) THE RESULTS THAT MAY BE OBTAINED FROM THE USE OF THE SITE, SERVICES, OR MATERIALS WILL BE EFFECTIVE, ACCURATE, OR RELIABLE; OR THAT (c) ANY ERRORS OR DEFECTS IN THE SITE, SERVICES, OR MATERIALS WILL BE CORRECTED.

13. Our Limitation of Liability.

13.1 Limitation of Liability: IN NO EVENT SHALL LAB001, AND LAB001's LICENSORS OR SUPPLIERS BE LIABLE TO YOU OR ANYONE ELSE FOR ANY SPECIAL, INCIDENTAL, INDIRECT, CONSEQUENTIAL, OR PUNITIVE DAMAGES WHATSOEVER.

13.2 THE LIMITATIONS AND EXCLUSIONS IN THIS SECTION APPLY TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW IN YOUR JURISDICTION.

14. Settling Disputes With LAB001.

14.1 Any dispute you have with LAB001 must be resolved by you in a court located in Brussels, Belgium, unless otherwise agreed in writing. You agree to the personal jurisdiction of the federal courts located in Brussels, Belgium

14.2 Disclaimer: You and LAB001 each disclaim the U.N. Convention on Contracts for the International Sale of Goods. We both agree it does not apply to the Services.

15. Termination.

15.1 You can stop using our Services at any time.

15.2 We may add, modify, or remove features or functionalities, and we may suspend or stop a Service. We may also stop providing Services to you, or add or create new limits to our Services at any time.

15.3 Any fees that you paid prior to termination are not refundable. Termination of your account does not relieve you of any payment obligations.

15.4 If the Service is terminated or discontinued, then we will make reasonable effort to notify you and provide an opportunity to retrieve your content.

16. Notices

16.1 Notice to LAB001. Unless the Terms or Additional Terms say otherwise, you must send any notices to: LAB001, Barastraat 175, 1070 Brussels

16.2 Notice to You : YOLA will give notices to you either via email, regular mail, text message, postings on or within the Services, or other means reasonable for the type of notice provided.

17. Notification of Copyright Infringement.

17.1 We respect the intellectual property rights of others and we expect our users to do the same.

17.2 Notifying Us of Copyright Infringement: If you believe the Services are hosting content that infringes your copyright, please let us know via info@yourownlab.com

Your message must contain all of the following:

(a) A description of the copyrighted work(s) you believe are infringed; (b) The exact location (URL) where the infringing material resides on the Service; (c) Contact information so that we can reach you, such as email address, your physical address and telephone number; (d) A statement by you that you have a good faith belief that the use of the Material identified in your notice in the manner complained of is not authorized by the copyright owner, its agent, or the law; and (e) A statement by you that the information in your notice is accurate and, under penalty of perjury, that you are the copyright owner or are authorized to act on the copyright owner's behalf. (f) Your signature

Before you file an infringement notice, please carefully consider whether or not the use of copyrighted material at issue is protected by the “fair use” doctrine, as you could be liable for costs and attorneys’ fees should you file a takedown notice where there is no infringing use. Please also check to make sure you haven’t authorized the use at issue (for example, whether you have given a creative professional who prepared materials for your company the right to use those materials as examples of his or her past work). If you are unsure whether a use of your copyrighted material constitutes infringement, please contact an attorney.

18. About these Terms.

18.1 English Version. The English version of this agreement will be the version used when interpreting or construing this agreement.

18.2 Severability: If a court finds any section of the Terms or Additional Terms invalid or unenforceable, the rest of the Terms or Additional Terms still apply.

18.3 No Waiver: If we don’t enforce (or we delay enforcement) of the Terms or Additional Terms against you, we haven’t waived our enforcement rights.

18.4 Assignment or Transfer: You can’t assign or transfer your rights or obligations under this agreement to someone else without Lab001’s written permission. We can transfer our rights and obligations to you (if we are acquired by or merge with another company, sell one of the Services, or otherwise) without your permission.

Privacy Policy

Effective date: October, 2014

YOLA is an online platform for creative thinkers regardless of culture or background, to showcase their work, discover work of others, to collaborate within so-called 'labs', to discuss, cocreate, and generate new ideas and offer innovation to third parties. The online website Yourownlab.com and the YOLA app are operated by LAB.001 with offices in Brussels, Belgium.

Where can I change my settings? Privacy settings can be found under settings, at the home menu. You can decide to make your e-mail public or hidden, or visible to other labmembers only. You can decide to change your entire user profile from public to hidden.

How Does LAB.001 Use Geographic Information It Collects At Registration, And How Can I Change It? LAB.001 requires that users provide geographic information (city and country) when registering. This information lets users search for labmembers, artists or creative work by geographic region. It also helps LAB.001 to make your web experience more geographically relevant. If you move, you can update your geographic information by going to the "Profile" tab.

How Can I Opt-Out Of, Or Customize Notifications Yola Sends To Me? You can opt-out or customize the type of notifications you receive from YOLA by visiting the "Settings" tab, and decide to get notifications for new replies, new issues and/or new members.

How Can I Review, Update or Delete My Personal Information On Yola? You may review and update your personal information by visiting the "Profile" tab. If you wish to delete your account, you can do so by submitting a request to info@yourownlab.com