

Regulations

concerning references to the Swiss National Bank in advertising

The Swiss National Bank is responsible for the country's monetary policy. In order to fulfil its mandate, it cooperates in some cases with external persons and organisations on whose expertise it draws as specialists or suppliers (e.g. in the fields of "Information Technology", "Staff Pension Fund", "Premises and Technical Services"). On account of its public functions, it is vital for the Swiss National Bank that its name is not used by agents for advertising in the public domain.

To this purpose the following is stipulated:

1. The agent is prohibited from using the name of the Swiss National Bank in newspaper and magazine advertisements, in press releases, in the electronic media (e.g. television, Internet, etc.), as well as on posters or in other publicly accessible advertising media.

An (indirect) use of the name of the Swiss National Bank can also consist in its building complexes being reproduced for advertising purposes.

Moreover, no mention of the contractual relationship with the Swiss National Bank may be made in specialist articles, statements by professional associations or in speeches at symposiums or conferences.

2. The agent is permitted, during the period of the contractual relationship and three years thereafter, to include the name of the Swiss National Bank on a reference list which may be submitted on an individual basis to customers or potential customers.
3. After prior consultation, the agent is permitted to name Swiss National Bank employees as contacts with respect to customers or potential customers.

The Swiss National Bank employees must be member of the management or qualified specialists. They shall on principle be at the disposal of the agent's customers as contacts even after the termination of the contractual relationship between the Swiss National Bank and the agent.

4. The agent duly takes note that a breach of these regulations may lead to the immediate cancellation of the contract by the Swiss National Bank. Under such circumstances, claims for damages on account of untimely cancellation shall be excluded.
5. These regulations shall apply analogously to sales contracts, leasing agreements, etc.

This document has been read and its contents agreed to:

Place, date

(Name/Company)