
EQUINOX

Fan Content Policy

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We have decided to publish this Fan Content policy because we believe that although Altered TCG came to an end, the Altered universe deserves to continue existing through you. Fan art, podcasts, digital content, handcrafted creations: we want to give you a clear and generous framework so that this creativity can be expressed freely and sustainably.

This document is not a way of keeping control over something we would be abandoning, on the contrary, it is our way of entrusting you with a part of what we have built together, while protecting the integrity of a universe to which we remain deeply attached.

We want to be supportive of your projects while protecting the integrity of our intellectual property ("IP"). To keep things fun and fair for everyone, from rights holders to fans of our beloved universe, thank you for following these guidelines.

Any use of any Altered IP is :

- **Authorised for Fan Content** as long as the access to it is free of any charge (*article 1*) and you make it clear it is not official content (*article 3.*) and it is not used for harmful content (*article 5.*)
- **Strictly prohibited for commercial use, except for fan-made artisanal products** (*article 2.*) as long as you make it clear it is not official content (*article 3.*)
- **Strictly prohibited without our prior consent for use with any Artificial Intelligence tool** (*article 8.*)
- If you intend to use the IP for a **commercial use**, please write to contact@altered.gg and we will try to **evaluate your project and work on a deal** (*article 9.*)

As a general rule, please remember that Altered remains the full property of EQUINOX. Files provided by Equinox are for "non-commercial" use only, respectful of Altered's values. Any use of Altered assets, whether altered or not, must clearly display the mention: "Altered Fan Content." Equinox and its rights holders (including Asmodee) reserve the right to take legal action against any use that does not respect all the guidelines mentioned hereunder.

EQUINOX FAN CONTENT POLICY

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0. Definitions

By “our IP” or “Altered IP”, we mean the content of the cards of *Altered*, characters, graphics, designs, books, games, images, stories, logos, trademarks, illustrations, scenarios, files, text, promotional and marketing and any other material published and/or owned by Equinox.

By “Fan Content”, we mean all of your creations based on our IP, including for example fanart, cosplay, illustration, design, software, video, podcast, website, accessories, stream etc. For the avoidance of doubt, by creating any content using our IP, you should express your own personality and reinterpretation.

1. Digital Fan Content

Feel free to create and share *Altered* digital Fan Content using our IP, as long as it remains free and accessible for everyone. That means:

- No fees, paywalls, subscriptions, or donations required for access to your Fan Content.
- You cannot sell or licence your Fan Content for compensation, except for the products following the rules of article 2.
- Others, like Equinox and members of the general fan community, must be able to freely view, share, and access/use/experience your Fan Content.
- Without prejudice to the criteria above mentioned, you are authorised to go through sponsorships, ads, or donations, as long as it doesn't restrict access to your Fan Content.
- If your digital Fan Content is integrating cards to be playable as on Board Game Arena, if cards are new and not originally created by Equinox, the mention or watermark “Altered FAN CONTENT” needs to be clearly visible (see 3.) and illustrations need to follow the AI and artist rights guidelines (see 4. and 8.)
- We suggest sharing your Fan Content through **Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0)**: <https://creativecommons.org/licenses/by-nc-sa/4.0/>.

2. Artisanal Fan Content

Creating and selling artisanal fan-made products (including 3D files) is allowed under the following conditions:

- It is strictly **prohibited** to **sell**:
 - Products similar to those made by Equinox or our partners (such as Twilight Dimension and their service Forgefire for everything Print On Demand)
By “similar product”, we mean any product which would be misleading and could pass off as being approved, authorised, endorsed by, or connected to Equinox and/or to our Partners.
 - Any products (including but not limited to card games, board games, playmats, role playing games, or game materials) using or including Altered IP, or any IP/artwork owned by third-parties, including our official partners (such as Forgefire)
- You **can only sell**:
 - Artisanal fan products to end consumers (private persons) and not to any third party company (publisher, distributor, tournament organizers, stores etc.).
 - Alt arts (illustrations, tokens, cards with frames, game material etc.) all remain authorized as long as they clearly mention “Altered Fan Art” somewhere visible, on the advertising page, the packaging and mandatory on the product itself, if possible (See 3.)
- We may request proof that your items are of your own creation (and, for example, not from an AI tool or taken from a third-party) before taking action.
- For fan-made physical items like 3D printed objects, cosplays, or handmade accessories, you could use a **Creative Commons Attribution-NonCommercial (CC BY-NC 4.0)**: <https://creativecommons.org/licenses/by-nc/4.0/> licence for your Fan Content.

Non-artisanal fan made products are expressly excluded from this authorisation.

3. Make It Clear It's Unofficial

If you share or sell Fan Content in respect with §1 (Digital Fan Content) or §2 (Artisanal Fan Content), it needs to be immediately and unambiguously clear that it is unofficial content!

It shall remain clear and not contestable that your Fan Content is not sponsored, endorsed or administered by Equinox, nor is it associated with it. Equinox may not be held responsible for any element of the Fan Content that is not our IP.

To avoid confusion, **you need to include** the following in your Fan Content:

- in any written description of your Fan Content, the following disclaimer or equivalent: “[Title of your Fan Content] is unofficial content created by a fan of *Altered*. Not endorsed by Equinox. Portions of this material are the property of Equinox.”
- in the title: the mention “FAN CONTENT”
- the watermark “Altered FAN CONTENT” ([available to download here and in our Resources](#)). Here are some examples for its use :
 - If your Fan Content is new cards for Altered TCG, created to be playable as a printed set or on Board Game Arena, the mention or watermark “Altered FAN CONTENT” needs to be clearly visible and illustrations need to follow the AI and artist rights guidelines (see 4 and 8).
 - If your Fan Content is a website (for example covering news about the Altered Game), the watermark needs to be visible on the website in a way that no user can be confused about the content being official.
 - if you are selling your Fan Content : the watermark needs to be added on the image/photograph of your product (but **not** ON the physical product).
 - if you are posting your Fan Content on a social media platform **without** commercial purposes : the watermark is not necessary but you must include a hashtag #AlteredFanContent.

If your intended use is not described above and you believe that the use of any of the above-mentioned disclaimers does not apply to your intended use, or if your intended use is commercial (see 9.): **please write to us at contact@altered.gg** for permission, including a detailed description of your intended use and we will evaluate your project.

4. Respect Others’ Rights

Ensure you have the rights to use any third-party content in your creations (e.g., music, art, or other IP). If not, do not use it. If your Fan Content violates others’ rights, we may ask you to take it down.

5. Avoid Harmful Content

Your Fan Content must not harm the image of *Altered* or Equinox:

- Don’t alter or remove copyright or trademark notices.
- Don’t use our IP to create any competing games, including but not limited to card games, boardgames or rulebooks.

- Avoid using controversial or offensive material in your content.
- Don't use our IP to create any content that would include excessive violence, racist opinions, fear, sex, alcohol, drugs, discrimination...
- You are not authorised to introduce in a Fan Content any element (sound, graphic, script, visual or anything else) which by its nature could be reasonably be considered as prejudicial to the image of *Altered*, and / or Equinox
- You are responsible for ensuring your content complies with local laws. Any legal issues arising from your Fan Content are your responsibility.

We have the right to stop or restrict, on our sole discretion, your use of our IP at any time, for any reason, including if we believe your use is inappropriate, offensive, no more in adequation with the publishing line of *Altered*, the harmful or derogatory. In such an event, you must immediately remove your content.

6. Sponsorship Guidelines

If you're using sponsorships to fund your content:

- Don't accept sponsors that conflict with the values of *Altered* or Equinox: universality, optimism, discovery and community.
- Make it clear the sponsorship is only for your content, with no association with Equinox.
- Keep sponsors' mentions brief and relevant.
- Write to contact@altered.gg if you have any doubt on the eligibility of your sponsor.

7. Sharing Your Content

By creating Fan Content, you agree that Equinox and the *Altered* community can share your work.

8. Don't use artificial intelligence without our prior consent

We are not against technological progress, quite the contrary, but **we favor human intelligence and creations first and foremost.**

We ask you not to (a.) use any artificial intelligence tools (such as ChatGPT, Claude, Gemini, DeepSeek, Midjourney, DALL-E, Craiyon, Bing, Sudowrite or equivalent) to generate all or

part of your Fan Content and to not (b.) implement in such tool any part of our IP without our prior consent.

Nevertheless, you are authorised to use artificial intelligence on a content you have previously created with your own intelligence, and creativity, provided that (a.) this remains only for a minor use, marginal improvement (finish, colours...) or (b.) you use said tools as a source of inspiration exclusively and not to generate the Fan Content.

Moreover, artificial intelligence or machine learning processing within existing tools, such as Adobe Photoshop, meant to assist with manipulation of human generated content is an acceptable use.

Except in these limited conditions, **any use of artificial intelligence to generate the Fan Content** (in whole or in part) **is expressly prohibited**.

9. Want to make a commercial licensing deal?

If you want to develop a commercial project in the Altered universe such as, but not limited to, board games, video games, books and comics, apparel, etc. please write to contact@altered.gg to present us your project and we will evaluate on how best to work on a licensing agreement together.