
ALTERED FAN CONTENT POLICY

Version 0.9 - March 13th, 2025

The world of *Altered* is built on creativity and imagination, and we love that our community wants to contribute to it! Whether you create art, videos, podcasts, or even cosplays, we want to support your projects while protecting the integrity of our intellectual property (“IP”). To keep things fun and fair for everyone, we’ve created a few guidelines for Fan Content.

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 9.*)

EQUINOX FAN CONTENT POLICY

0. Definitions.....	3
1. Digital Fan Content.....	3
2. Artisanal Fan Content.....	3
3. Make It Clear It’s Unofficial.....	4
4. Respect Others’ Rights.....	4
5. Avoid Harmful Content.....	5
6. Sponsorship Guidelines.....	5
7. Sharing Your Content.....	5
8. API Usage.....	5
9. Don’t use the artificial intelligence without our prior consent.....	6

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, including Equinox, must be able to freely view, share, and use 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.
- 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 create**:
 - Products similar to those made by Equinox or our partners (such as Gamegenic: <https://www.gamegenic.com/alteredtcg/>).

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.

- Card or board games using or adapting our IP in any manner (the card and board games remain expressly reserved to Equinox and its official partners)
- It is strictly **prohibited to sell**:
 - Any products (including but not limited to card games, board games, playmats, sleeves, or game materials) using or including Altered IP, or any IP/artwork owned by third-parties, including our official partners (such as Gamegenic)
- You **can only sell**:
 - Artisanal fan products to end consumers (private persons) and not to any third party company (publisher, distributor etc.).
- 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 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 : **please write to us at marketing@altered.gg** for permission, including a detailed description of your intended use.

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 marketing@equinox.fr 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. We love showcasing fan creations but can't review unsolicited ideas for new cards or mechanics. Feel free to tag us in your posts so we can spotlight them!

8. API Usage

We've been impressed by your creative use of our API and think the tools and software you've developed fit in with *Altered*'s digital DNA and greatly add to the game. However, to ensure smooth and safe usage, from now on, we are going to review current API uses and allow you to present your project so we can formalize your use of our API.

The details for this process will be shared shortly.

9. 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, 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.**