

Conditions & rights

For CowSignals[®] masters, trainers, advisors and professionals.

Congratulations with your CowSignals[®] license and thank you for joining one of our programs. You have now one of these four license types:

COW SIGNALS FOR OWN USE

- [CowSignals[®] Professional](#)
You are licensed after you did the basic CowSignals[®] course via either video learning or a live training day. You can also be licensed after doing a specialization course like HoofSignals, YoungStock Signals or Stress-free stockmanship.

TEACH COW SIGNALS

- [CowSignals[®] Advisor](#)
You are licensed after taking a video training program with two courses:
 - CowSignals[®] Certification
 - PeopleSignals[®] Advisor
- [CowSignals[®] Trainer](#)
You are licensed after taking a video training program with three courses:
 - CowSignals[®] Certification
 - PeopleSignals[®] Advisor
 - PeopleSignals[®] Trainer
- [CowSignals[®] Master](#)
You are licensed after doing the 4-day live training 'Certified CowSignals[®] Master trainer course'.

CowSignals[®] Advisors, Trainers and Masters can upgrade with [specialization subjects](#) like HoofSignals, YoungStock Signals and Stress-free stockmanship at any moment.

We're very happy that you joined our CowSignals team. We ask you to read these conditions and rights carefully, to avoid any misunderstandings.

HIGHLIGHTS FOR TRAINERS AND MASTERS

- Congratulations, you are now a member of a global network of CowSignals trainers.
- You have the rights to use CowSignals name and logo and give CowSignals workshops and lectures all over your country in your language.
- Trainers are all listed on our website: find a trainer tool. Please update your own profile with photo and company info.
- **Powerpoint presentations and manuals 'How to do a workshop' are copyrighted and personal: only for you!! Do not give it to anybody else.**
- You can give a printed handout of ppt with 6 or 9 pictures per page to participants of your cowsignals trainings.
- Always mention the source on every printed material (checklists, power points): **source: www.cowsignals.com, The Netherlands**
- If people want to have the power point: they can become a trainer themselves,
- **Annual franchise costs for staying a Certified CowSignals Trainer is € 300,- per year.**
- If you do not want to continue being a Certified CowSignals trainer, just sign of by mail to info@cowsignals.com 2 months before the franchise year term is over.
- We encourage you to send us good photos and movies of cow signals and barn signals and good examples. We will share them on social media worldwide under your name and company name: co- marketing!
- We encourage you to update and expand your cowsignals knowledge by reading all our books, watch all our video learning modules, and join more live trainings.

COW SIGNALS[®] PROFESSIONALS: WHAT DO YOU GET & WHAT DO WE EXPECT OF YOU

CowSignals[®] Professionals can be herd managers, farm staff and advisors in the dairy industry.

Use of materials

- On our website you will find free information in whitepapers and blogs. You are free to share this information with anyone you like, you are only required to always mention the following source:
 - © copyright CowSignals[®] Training Company, The Netherlands
www.CowSignals.com
 - or minimal: source: www.CowSignals.com
- You are free to use the 'CowSignals[®] Pro' logo to brand yourself as a CowSignals[®] Professional. You can for example add it to your e-mail signature and on documents you send out. You find the logo on the video learning.

Conditions and rights for video learning:

- You have free access to your video learning for a year. You can watch it as many times as you like to train yourself
- Access to the video learning also included a handout of the presentation used in the video's and a practical checklist that you can use to evaluate your own farm.
- You are free to use the video learning, handout and checklist to train your dairy farm staff as well. In fact, we encourage you very much to do so.
- You are not allowed to show the video learning, presentation and checklist to people outside your company. The access to the video learning is for personal use only. If you login from more than 4 different computers, (IP addresses), your account can be blocked. You can contact us for more information.
- After a year, your access to the video learning will be stopped automatically. There are two ways to renew your license:
 - Renew the license to all video courses you have bought before with € 300,- per year.
 - Buy a new video course within your license period. Your access to all the previous video courses you bought will be extended for the license period of this new video course, no extra costs required.

Conditions for live training

- The live training will also include a handout of the presentation used in the video's and a practical checklist that you can use to evaluate your own farm.
- You are free to use the handout and checklist to train your dairy farm staff as well. In fact, we encourage you very much to do so.
- You are not allowed to show the presentation and checklist to people outside your company. The materials are for personal use only.
- Should you wish to cancel a booking/reservation that can be done free of charge up to 1 month before starting date. We will charge 50% of the training cost should you cancel between 4 and 2 weeks before starting date. If you cancel within 14 days the cancellation cost will be 75% of the training costs.

COWSIGNALS[®] ADVISORS: WHAT DO YOU GET & WHAT DO WE EXPECT OF YOU

CowSignals[®] Advisor can be farmers, feed advisors, vets, barn designers and other advisors in the dairy industry.

- As a CowSignals[®] advisor, you will get two video courses with technical, communication and practical training: CowSignals Certification and PeopleSignals Advisor. You learn to read and use the cow signals better and you learn advisory skills with focus on how to improve your advice in a one to one situation on farm. You get tips about successful persuasion, selling and marketing of your CowSignals[®] advice.
- After doing the training, you have the right to do one on one CowSignals[®] advisories. You can use the CowSignals[®]-name and brand yourself as a CowSignals[®] advisor. You will receive a CowSignals[®] Advisor logo to use, for example in your e-mail signature.
You are not a CowSignals[®] trainer or master, so you are not supposed to do workshops (in barn group sessions) or lectures. You can always upgrade your status by following the PeopleSignals for trainers module on the website.
- You have access to our materials: handouts and workshop checklist. It is a ready-to-go package so you can start immediately. You can always download the most up to date documents in the corresponding video courses.
- You will be listed on the CowSignals[®] website as an official CowSignals[®] advisor, where people are able to contact you for advice.
- You can upgrade your license with [specialization subjects](#) like HoofSignals, YoungStock Signals and Stress-free stockmanship. Your specializations will be mentioned in your profile on our website.

COWSIGNALS[®] TRAINER: WHAT DO YOU GET & WHAT DO WE EXPECT OF YOU

CowSignals[®] Advisor can be farmers, feed advisors, vets, barn designers and other advisors in the dairy industry.

- As a CowSignals[®] trainer, you will get three video courses with technical, communication and practical training: CowSignals Certification, PeopleSignals Advisor and PeopleSignals Trainer. You will learn to read and use CowSignals[®] yourself and you will also learn how to manage a group and ask the right questions to others. You will be guided in successful motivation and persuasion of farmers and advisors.
- After doing the training, you have the right to do official CowSignals[®] lectures, advisories and workshops. You can use the CowSignals[®]-name and brand yourself as a CowSignals[®] trainer. You will receive a CowSignals[®] Trainer logo to use, for example in your e-mail signature.
- You have access to all our training materials: Powerpoint presentation, handouts, workshop checklist and workshop manual. It is a ready-to-go package so you can start immediately. You can always download the most up to date documents in the video courses.
- You will be listed on the CowSignals[®] website as an official CowSignals[®] trainer, where people are able to contact you for lectures, advice and workshop
- You can upgrade your license with [specialization subjects](#) like HoofSignals, YoungStock Signals and Stress-free stockmanship. Your specializations will be mentioned in your profile on our website.

COWSIGNALS® MASTERS: WHAT DO YOU GET & WHAT DO WE EXPECT OF YOU

CowSignals® Masters can be farmers, feed advisors, vets, barn designers and other advisors in the dairy industry.

- As a CowSignals® master, you will get our top-training: 4 days of interactive lectures and a lot of practice. It includes 4 workshops on different farms and the possibility to practice your presentation and peopleskills. It's very practical and there will be a lot of personal feedback.
- As a CowSignals® master, you will have access to the video courses CowSignals®, PeopleSignals Advisor and PeopleSignals Trainer.
- After doing the training, you have the right to do official CowSignals® lectures, advisories and workshops. You can use the CowSignals®-name and brand yourself as a CowSignals® master trainer. You will receive a CowSignals® Master logo to use, for example in your e-mail signature.
You can not train other people as CowSignal advisor, trainer or master. Only the CowSignals Training Company can do this.
- You have access to all our training materials: Powerpoint presentation, handouts, workshop checklist and workshop manual. It is a ready-to-go package so you can start immediately. You can always download the most up to date documents in the video courses.
- You will be listed on the CowSignals® website as an official CowSignals® master, where people are able to contact you for lectures, advice and workshop
- You can upgrade your license with [specialization subjects](#) like HoofSignals, YoungStock Signals and Stress-free stockmanship. Your specializations will be mentioned in your profile on our website.

USE OF MATERIALS – FOR CERTIFIED ADVISORS, TRAINERS & MASTERS

- All materials are copyrighted by CowSignals®. If you wish to use the photos in the powerpoint in printwork, websites or elsewhere, you need to contact us first: info@CowSignals.com.
- You are not allowed to record your CowSignals sessions and broadcast them publicly.
- In the video courses, you will find whitepapers, logo's and branding materials. You are free to use these.
- You have the duty to always mention the following source on the checklists, presentations, all materials, press releases and adverbs regarding CowSignals®:
 - © copyright CowSignals® Training Company, The Netherlands
www.CowSignals.com
 - or minimal: source: www.CowSignals.com

SPECIFICATION OF YOUR LICENSE – FOR CERTIFIED ADVISORS, TRAINERS & MASTERS

- All licenses are limited to one country and one language. This is mostly the country you live in and your own (first) language.
- Your license requires an annual fee of € 300,- per country per person. Besides this fee, you do not owe the CowSignals® Training Company any fees for the lectures, advisories and workshop that you might do.
- For other countries we can agree to give you the rights on request. You pay an extra annual fee of € 300,- euro per country per person.

- We promote our certified trainers and advisors directly by our find a trainer tool on our website. And in all our videos we mention that if you want to break through your owneritis (tunnel vision) you best do an on farm workshop with one of our local CowSignals[®] trainers (see website find a trainer tool!).
- We advise you to use our prices for CowSignals[®] workshop and lecture as mentioned on www.cowsignals.com. Price reflects quality. Make sure you deliver that excellent quality. Take care of good preparation. You are free to give discounts to preferred customers or when you are starting these training, but always mention the normal (website) price as well. `
- When you decide not to use the concept and material anymore, please let us know and we will take you of the list. You can inform us by email (2 months' notice). After that, you are not allowed to use the brand name anymore.
- CowSignals[®] training company Holland keeps the right to train more advisors in your country, and to supply training to other people or companies in your country. We do not give exclusive rights. We believe in a free market. Competition will encourage you to deliver excellent quality.
However, when you are the first in your country, or the most active, and you also hand out the CowSignals[®] book with your own company name in or on it, you can claim your terrain easily. You can also distinguish yourself by gaining more knowledge through following the next CowSignals[®] subjects. on the website. All subject logos are visible for the viewers in the find a trainer tool.
- CowSignals[®] company remains the right to exclude you as a CowSignals[®] professional, advisor, trainer or master, if she sees reason for it. You naturally have the right to ask a written explanation for the exclusion.
- The certificate is personal for you and the company you work for. The certificate is not transferable. If there are changes you have to contact the CowSignals[®] company to request a new license/certificate.
- For illegal use we charge a penalty of € 1.000,- per day for every advisory.
- If you find any illegal use of the name CowSignals[®] in your country, please inform the user and us about the protected name.
- For technical & communicational questions you can always contact the CowSignals[®] training company at info@COWsignals.com. We will also supply you with extra information if requested.

E-LEARNING AND PERSONAL RIGHTS TO USE THE VIDEO

- Your CowSignals[®] E-learning program (videos and documents) is for personal use only. You are not allowed to share your login credentials with someone else. If you login from more than 4 different computers, (IP addresses), your account can be blocked. You can contact us for more information.
- Use of the video course by farm personnel is limited to one location and a maximum of 250 cows and 5 people.
- Teachers that have a video account are allowed to show the video material in class, but they cannot give away login credentials. If students want to do the video course at home, they can contact us about a student discount.
- Advisors, trainers and masters are allowed to watch the video material with clients. They do not have the right to give away login credentials either.

CANCELLATION OF A BOOKED TRAINING

- Should you wish to cancel a booking/reservation that can be done free of charge up to 1 month before starting date. We will charge 50% of the training cost should you cancel between 4 and 2 weeks before starting date. If you cancel within 14 days the cancellation cost will be 75% of the training costs.

FILMING A LECTURE, TRAINING OR WEBINAR

No-one is allowed to broadcast trainings, workshops, lectures and webinars by Joep Driessen or our other CowSignals Masters, Trainers and Advisors. Sometimes we allow parties to use a 10 minute summary. Please [contact our office](#) for permission in all cases.

DISCOUNT AND RESELLER OPTIONS VIDEO-LEARNING AND BOOKS

- CowSignals[®] Advisors, Trainers and Masters can get discounts on the CowSignals[®] books and have the opportunity to brand them with their company-logo. They can find the specifics in their marketing toolkit in the video learning
- CowSignals[®] Advisors, Trainers and Masters can be a re-seller of CowSignals[®] video learning. You can use this to attract clients or to provide blended learning. You find the specifics in our marketing toolkit.

HOW TO BECOME A COWSIGNALS[®] PROFESSIONAL, ADVISOR, TRAINER OR MASTER

- You can become a Professional, Advisor or Trainer by doing [the according video learning program](#). The video courses are all in English and you can watch them online on our website. You will be licensed after watching 100% of all videos and answering at least 70% of all question correct.
You can upgrade your license type by doing an extra video learning any time.
- You can also become a CowSignals[®] Professional by taking a live training of one day. To become a master trainer you always have to do a 4-day live training. Every year we offer open courses that you can subscribe to. These courses are in English and mostly giving at the CowSignals[®] Training Center in Bergharen, the Netherlands. You can find the open trainings [on our website](#).
We also offer all live trainings as in-company training. These can be organized in our training center, but also on a location of your choice. Other languages than English are possible. Most of our live training days consist of half a day of interactive lecture and a half day workshop in the barn. Live training is always custom to your wishes.

ANNUAL UPDATE WITH MORE COURSES: E-LEARNING AND E-COACHING

- Available subjects after the basic CowSignals[®] (and PeopleSignals) Training are: **HoofSignals[®], YoungStock Signals, Dry to Fresh Signals[®] Building for the cow[®], Fertility Signals[®], Udder Signals[®], CowSignals[®] for Robot milkers, Feeding Signals[®], and Stress-free stockmanship**
- All subjects are available as video learning or will be offered on our website shortly.
- All subjects are also available as day training. For CowSignals[®] Advisors, Trainers and Masters that want to upgrade their license and add new specializations, we can organize a 3 day live training.

QUALIFICATIONS FOR PARTICIPANTS OF LIVE TRAINING

Qualifications for participants of live training are:

- some background knowledge of dairy cows and dairy cow management in theory and/or practice
- cow minded with an interest in animal health (prevention) and welfare,
- open minded, dedicated, communicative and willing to learn.
- good understanding of the main language that the course is given in.

Usually participants are feed advisors, veterinarians, breeding advisors, building advisors, farm management advisors, herd managers, hoof trimmers, etc. The success of the training is mainly based on direct interactions, visual educational material and learn how to ask the right questions. We stimulate and motivate people to think together in practical and meaningful solutions, by presenting excellent knowledge in an excellent way, supported by very good examples and arguments. Our infotainment (informative and entertaining method!) has changed people's perceptions, perspective and their daily dairy farm management .

COSTS OF ONLINE TRAINING

- Single subjects € 300,-, Advisors € 600,- and Trainers € 900,-. Available subjects: CowSignals basics, HoofSignals, Youngstock Signals, Feeding Signals and Stress-free stockmanship. Coming up: Dry to fresh, Udder Signals and Fertility Signals.

COSTS OF CERTIFICATION

- The franchise costs of the certification and for having the rights to do CowSignals[®] training and use the trademark, name and material, plus being mentioned on the CowSignals[®] website, will be € 300,00 per person per year. All other 9 trainings on specific subjects are available on website for € 300,00 each. Franchise costs will be still only € 300,00 per person per year. You can keep access to all material and movies by paying your annual fee per credit card on the website.
- CowSignals[®] Professionals have access to their purchased subject for 365 days after payment. When purchasing a new subject, the earlier purchased subject will stay available too.

COSTS OF LIVE TRAINING

- Costs for the open CowSignals master course are € 1950,- per person, including use of materials, farm visits, franchise fee for the first year and coffee, tea, lunch. Excluding flight, hotel costs and diner.
- Costs for the open CowSignals day trainings are € 400,- per person per day, including use of materials, farm visits and coffee, tea, lunch. Excluding flight, hotel costs, specialization options for Advisors, Trainers and Masters and diner.
- For a group booking or company booking in your own country: the costs of the training days will be based on our trainer fee of € 1800,00 per day, excluding costs for certificate and rights, (€ 300,00 per person), travelling time fee (2 x € 900,00), travel costs, housing, food etc. This is independent of the number of participants, group size can be from 2 to max. 15 people. You are responsible for the organization of the whole program: invitation, billing, dairy farms, hygiene, meeting room, projector, coffee, food etc. Find more info in "how to organize a certified

CowSignals® training”

- For a group booking in our CowSignals® training center in the Netherlands, please ask for quotation. We charge € 75,00 per person per day for lunch, lecture room, farm visits, use of coveralls and boots etc. Excluding flight, hotel and diner.
- Prices mentioned in this document are valid till one year after the date of this document. Prices will be corrected for inflation and surplus annually. All prices are mentioned excluding 21 % VAT.