

## SEPHORiA Contest Official Rules

1. **NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST OR TO RECEIVE A PRIZE.** A PURCHASE WILL NOT AFFECT OR IMPROVE THE CHANCES OF WINNING. This Contest (“**Contest**”) is subject to all applicable laws and regulations. **Void where prohibited or restricted by law.**
2. **Sponsor:** Sephora USA, Inc., 525 Market Street, San Francisco, CA 94105, [www.sephora.com](http://www.sephora.com) (“**Sephora**” or “**Sponsor**”).
3. **Eligibility:** Contest is open only to legal residents of the United States (including Puerto Rico but excluding Guam and all other U.S. and foreign territories and possessions not otherwise mentioned herein) and Canada (excluding Quebec residents) who are 18 years of age or older and the age of majority in their province, state or territory of primary residence as of the date of entry, and who has a registered Sephora account (no purchase or payment is necessary to sign up for a Sephora account). Contest is not open to employees, independent contractors, officers, directors, agents or representatives of Sponsor, or of Sponsor’s parents, affiliates, subsidiaries, successors and/or assigns, or of Sponsor’s advertising, promotion and fulfillment agencies, Contest judges and legal advisors (all such persons and entities are referred to collectively as, the “**Contest Entities**”) and the immediate family members (mother, father, brother, sister, daughter, son or spouse, regardless of where they live) and persons living in the same household (whether or not related) of any of the foregoing.
4. **To Enter:** To enter the Contest, view a post from Sephora announcing the Contest (the “**Contest Post**”) in Sephora’s Beauty Insider Community in the Conversations section ([community.sephora.com](http://community.sephora.com)) during the Contest Period, and post a reply to the Contest Post with your response (your “**Submission**”) to the two following questions:
  - (1) If you could create your own room in a house of beauty, what would your ideal beauty room be like?
  - (2) If chosen as the winner, you will be responsible for reporting back to the Beauty Insider Community. Describe why you would be a great SEPHORiA reporter representing the Community.

By entering the Contest, you agree that if you win a tickets to attend the SEPHORiA event, you will take photos at the event and share your experience with the Beauty Insider Community by posting in the Conversations forum (your post must disclose that you won the contest and received the tickets from Sephora for free).

In addition, your Submission must comply with all of the Submission Requirements listed below. **Posting of your Submission constitutes your unconditional acceptance of these Official Rules.** Once you post your Submission as a comment to the Contest Post, you will be entered into the Contest. Your Submission must remain posted as a comment to the Contest Post until the winner is selected (see Section 6).

**Submission Requirements:** Your Submission must comply with these Official Rules, including all of the following Submission Requirements:

- No person other than you, the entrant, may be pictured in the Submission.
- You must own all rights to the Submission.
- The Submission must not contain any visible third-party trademarks (other than those of Sephora or the brands sold by Sephora), names, logos, drawings, cartoons, photographs, pictures, or phrases.
- The Submission is your original work (modifying, enhancing or altering a third-party’s pre-existing work does not qualify as your original work), and has been legally obtained and created, does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party, or violate applicable laws, or regulations, has not been entered in or won previous sweepstakes, contests or awards, and has not been published previously in any medium (other than on a website where you retain the rights to use, modify and remove the Submission).
- The Submission must not contain any libelous or defamatory statements or discriminatory language or material, or other language or material not suitable for a public forum, including but not limited to words, images and symbols that are considered offensive to, or biased against, individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group (as determined in Sponsor’s sole discretion).

- The Submission must not contain any nudity, lewd, hateful, vulgar, indecent or obscene behavior, language or material (as determined in Sponsor's sole discretion), or any other material that is unlawful, harmful, in violation of or contrary to the laws or regulations in any state where the Submission is created, invasive of another's privacy, abusive, tortious, threatening or harassing to any individual, partnership or corporation, or is otherwise deemed by Sponsor to be objectionable or otherwise unsuitable for a public forum.
- The Submission must not contain any images of medical conditions or claims of medical effectiveness, or any critical comments about other images posted on Sephora's Gallery or their authors.
- The Submission must not contain any advertisements, "junk mail," "chain letters," "pyramid schemes," "spam" content or references to other products, offers or websites, or any other form of solicitation.
- The Submission must not contain any email addresses, URLs to other websites (Sephora.com and Sephora properties ok), phone numbers, physical addresses or other forms of contact or personal information.
- The Submission must not contain any computer viruses, worms or other potentially damaging computer programs or files.
- Your Submission otherwise complies with Sephora's Terms of Use (<http://seph.me/VTDbQH>).

Sponsor may, in its sole discretion, remove a Submission and/or disqualify a Submission that does not comply with these Submission Restrictions or that Sponsor otherwise deems to be inappropriate or unresponsive in its sole discretion. In the event of disqualification, the Submission will not be judged or considered for a prize.

**By uploading a Submission, each entrant understands and agrees that the entrant's Submission may be accessible for viewing by the general public and any such posting will be deemed made at the direction of the entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act.**

Only one entry per person is permitted. Use of multiple accounts to enter more than once per day is prohibited. There may be only one (1) named entrant for each Submission, regardless of the number of persons who may have contributed to the creation of the Submission. Limit one prize per person.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed submitted by the authorized account holder associated with the Sephora account of the entry, which the entrant will have the obligation to establish. Entries generated by a script, computer programs, macro, or other automated means will be disqualified. Sponsor is not responsible for late, incomplete, misdirected, delayed, or undelivered entries, or entries not timely received due to telephone failures, Internet or website failures and disruptions, including without limitation inability to access entrant's Sephora account, and ISP problems. Incomplete information may result in disqualification of entry. All eligible entries carry an equal chance of winning.

5. **Contest Period:** The Contest begins on September 7, 2018 at 12:00AM Pacific Time ("PT") and ends on September 13, 2018 at 12:00 PM (noon) PT (the "**Contest Period**"). Entries must be received by the end of the Contest Period.
6. **Selection of Winners:** Potential winners will be selected by representatives of Sponsor from both the Sephora Beauty Insider Community team and SEPHORiA team (the "**Judges**") on or about September 14, 2018 at approximately 5PM Pacific Time at Sephora's corporate offices in San Francisco from all eligible entries received during the Contest Period based on 33% creativity, 33% originality and 33% practicality/feasibility (the "**Judging Criteria**") and will be notified via private message on the Sephora Community platform. The notification will include Sponsor's contact information, and the potential winner must contact Sponsor within five (5) days of the prize notification to confirm eligibility and acceptance of the prize. Potential winner(s) will be required to provide Sponsor with their full name, mailing address, telephone number, email address and/or date of birth, and may also be required to complete, sign and return an affidavit/declaration of eligibility and liability/publicity release. For US entrants, if the value of any winner's prize is \$600 or more (or \$500 or more if Puerto Rico resident), the winner must supply Sponsor with his/her social security number for tax purposes, and complete (if requested) a W9 form. A winner's prize will be forfeited upon the occurrence of any of the following: (i) the potential winner fails to confirm acceptance of the prize and eligibility within five (5) days of

notification, (ii) the potential winner fails to return any required documents within seven (7) days of receiving such documents from Sponsor, (iii) the return of a prize or prize notification to Sponsor as non-deliverable; or (iv) the determination by Sponsor that winner is ineligible or otherwise not in compliance with these Official Rules. If a potential winner forfeits a prize or is deemed ineligible, an alternate winner will be selected by the Judges based on the Judging Criteria from all remaining eligible entries. If any alternate similarly forfeits the prize, Sponsor will use a reasonable number of attempts, in its discretion, to award the prize to another alternate but if it is unable to do so, the prize will be finally forfeited and Sponsor shall have no further obligation to award the prize. All decisions of Sponsor are final and binding on all entrants. Odds of winning depend on the total number and quality of eligible entries received.

7. **Prizes:** Five (5) grand prize winners will each be awarded a grand prize with an approximate prize value of USD \$1,005 / CAD \$1,325. Each grand prize (“**Prize**”) consists of two (2) Gold House Key level tickets to attend Session 2 of the SEPHORiA: House of Beauty event, to be held at The Majestic, in Los Angeles, California on October 20, 2018 at 6:00pm PT (the “**Event**”). **The Prize includes only the tickets specified above to the Event, and does not include airfare, travel, accommodations or any other costs or expenses to attend the Event.** Prizes are non-refundable and non-transferable, cannot be combined with any other special offer or promotion and must be accepted as awarded. SEPHORiA tickets cannot be transferred, resold, upgraded or exchanged under any circumstances. Sponsor is not responsible for replacing a SEPHORiA ticket prize if lost, stolen, mutilated or is otherwise rendered unusable due to any act or omission of prize winner or any party other than Sponsor. Use of SEPHORiA ticket and attendance at SEPHORiA is subject to the terms and conditions of the SEPHORiA event (see [www.SEPHORiA.com](http://www.SEPHORiA.com) for additional details and restrictions). Prizes may not be exchanged for cash value or substituted, except that Sponsor reserves the right in its sole discretion to substitute with either the cash value of a prize, or a prize or prizes of equal or greater value. Prizes are provided “AS-IS” without warranty of any kind, either express or implied, and sponsor hereby disclaims all such warranties, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose. Applicable federal, provincial, state, or local taxes and any other costs or expenses associated with the prizes or the use or redemption thereof is the sole responsibility of the winner. The prizes will be awarded, and will be delivered to the confirmed winners in person by Sponsor’s Community Team or held at will call at the Event.
8. As a condition of entering this Contest, you warrant and represent to Sponsor and the other Contest Entities the following:

THAT YOU OWN ALL RIGHTS TO YOUR SUBMISSION;

THAT YOU ARE THE ONLY INDIVIDUAL PICTURED IN YOUR SUBMISSION; AND

THAT THE SUBMISSION: (a) IS YOUR ORIGINAL WORK AND HAS BEEN LEGALLY OBTAINED AND CREATED; (b) DOES NOT INFRINGE THE INTELLECTUAL PROPERTY, PRIVACY OR PUBLICITY RIGHTS OR ANY OTHER LEGAL OR MORAL RIGHTS OF ANY THIRD PARTY, OR VIOLATE APPLICABLE LAWS, OR REGULATIONS; (c) HAS NOT BEEN ENTERED IN OR WON PREVIOUS SWEEPSTAKES, CONTESTS OR AWARDS; AND (d) HAS NOT BEEN PUBLISHED PREVIOUSLY IN ANY MEDIUM (OTHER THAN ON A WEBSITE WHERE YOU RETAIN ALL RIGHTS TO USE, MODIFY AND REMOVE YOUR SUBMISSION).

As a further condition of entering the Contest, to the extent permitted by applicable law, you release and agree to indemnify and hold the Sponsor, other Contest Entities harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements) arising from, or relating to, the breach or alleged breach of the representations, warranties and agreements in these Official Rules, your Submission, or your participation in this Contest, or your conduct during and in connection with this Contest.

By submitting a Submission, you grant to Sponsor a worldwide, perpetual, irrevocable, royalty-free, sublicenseable, and transferable right and license to use and display your Submission on Sephora’s websites and social channels and to use it in accordance with Sephora’s Terms of Use (<http://seph.me/VTDbQH>), and hereby agree to waive any of your moral rights in connection with your Submission in favor of Sponsor.

You further acknowledge and agree that any ideas, suggestions or proposals included in your Submission may be used by Sephora or its assignees, without any restriction or obligation to you, and you agree and acknowledge that (a) such ideas, suggestions or proposals are not confidential or proprietary and Sephora

has no obligation of confidentiality, express or implied, with respect thereto; (b) Sephora may have something similar to that idea, suggestion or proposal already under consideration or development; and (c) you are not entitled to compensation, payment or reimbursement of any kind for such ideas, suggestions or proposal from Sephora under any circumstances.

9. By participating, each entrant agrees to comply with these Official Rules and agrees that Sponsor is not responsible for any incorrect or inaccurate information, whether caused by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error that may occur in the processing of entries in the Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of, the web site or any technical failure or malfunction, or any injury or damage to an entrant's or any other person's computer or property.

IN NO EVENT WILL SPONSOR, ANY OTHER CONTEST ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ENTRANT'S PARTICIPATION IN THE CONTEST, ENTRANT'S SUBMISSION, ANY PRIZES WON, ENTRANT'S ACCESS TO OR USE OF SPONSOR'S WEB SITES, APPLICATIONS OR SERVICES, OR THE ACCESSING, DOWNLOADING AND/OR PRINTING OF ANY MATERIAL AVAILABLE ON SAID SITES, APPLICATIONS AND SERVICES. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON SPONSOR'S WEB SITES IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.

10. By accepting a prize in this Contest, each winner grants to Sponsor, where permitted by law, the right to use and publish (worldwide and via the Internet) his/her name, city and province/state of residence, Submission, portrait, image, picture, voice, likeness and comments for advertising, trade and promotional purposes without notification, review or approval, and without additional consideration.

BY ACCEPTING A PRIZE, TO THE EXTENT PERMITTED BY APPLICABLE LAW, EACH WINNER AGREES NOT TO SUE OR BRING ANY LAWSUIT OR MAKE ANY CLAIM UNDER ANY THEORY WHATSOEVER AGAINST THE SPONSOR, THE OTHER CONTEST ENTITIES ARISING FROM OR IN CONNECTION WITH ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE, PARTICIPATION IN THIS CONTEST, THE WINNER'S SUBMISSION OR ANY CONTEST-RELATED ACTIVITY. IN ADDITION, TO THE EXTENT PERMITTED BY APPLICABLE LAW, EACH WINNER AGREES TO WAIVE, RELEASE, FOREVER DISCHARGE, INDEMNIFY AND HOLD HARMLESS SPONSOR, ALL OTHER CONTEST ENTITIES FROM AND AGAINST ANY AND ALL CLAIMS, DEMANDS, LOSSES, CAUSES OF ACTION AND LIABILITY OF ANY NATURE WHATSOEVER, FOR ANY MATTER, CAUSE OR THING, INCLUDING, WITHOUT LIMITATION, ANY LOSS, INJURY OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, OR PROPERTY, OR OTHER HARM OR LOSS OF ANY NATURE WHATSOEVER, WHETHER DIRECT, COMPENSATORY, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL, CAUSED OR CONTRIBUTED IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, WHILE PREPARING FOR OR PARTICIPATING IN OR OTHERWISE ARISING FROM OR IN CONNECTION WITH ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE, PARTICIPATION IN THIS CONTEST, THE WINNER'S SUBMISSION OR ANY CONTEST-RELATED ACTIVITY.

11. If, for any reason, the Contest is not capable of running as planned because of circumstances including, but not limited to, unauthorized intervention, fraud, technical failures or any other causes, which, in Sponsor's sole judgment, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, in its sole discretion and determination of fairness, to cancel, terminate, modify or suspend the Contest and, if possible, to select the winner from entries received prior to such event or interruption. Sponsor may disqualify any entrant who tampers with the entry process or operation of the Contest or who violates these Official Rules.
12. By entering the Contest, each entrant acknowledges he/she has read, understands and will abide by these Official Rules. All issues and questions concerning the construction, validity, interpretation and enforceability

of these Official Rules, or the rights and obligations of entrants and/or Sponsor in connection with the Contest, shall be governed by and construed in accordance with, the laws of the State of California, without regard to the conflict of laws principles. In the event of any inconsistency between the full version of these Official Rules and any abbreviated rules, the one most beneficial for entrants shall prevail.

13. For a winners list or a copy of these Official Rules, send a self-addressed stamped envelope for receipt by September 30, 2020, to: "SEPHORiA Contest (September 2018)," Sephora: Social Media Group, 525 Market Street, 32nd Floor, San Francisco, CA 94105.
14. Except as provided in these Official Rules relating to the use of the Submissions and of certain winner information and the availability of the Submissions for viewing by the general public online, the Submissions and personal information (if any) collected from each entrant with respect to the Contest will be used by Sponsor for the purposes of administration of the Contest and as otherwise permitted by Sephora's Privacy Policy ([www.sephora.com/includes/privacy\\_policy.jhtml](http://www.sephora.com/includes/privacy_policy.jhtml)).