

**THESE RULES NEED TO BE ADAPTED AND VALIDATED
BY YOUR LOCAL LEGAL DEPARTMENT**

**RULES OF THE «SHARE YOUR SELFIE»
« [NAME] »**

Thank you for your interest in this «SHARE YOUR SELFIE» organized by [NAME], a French company with a capital of [NUMBER] Euros, with its registered office located at [ADDRESS], registered in [CITY], under the number [NUMBER], acting for its brand "[BRAND]".

Please read carefully the following Rules which govern your participation in «SHARE YOUR SELFIE». By participating in the «SHARE YOUR SELFIE» are deemed to have accepted these Rules without reserve as well as the Terms of Use governing the use of this Platform.

These rules can be consulted on the Platform for the entire duration of the «SHARE YOUR SELFIE». They may also be sent at no charge, to anyone who has made such a request during the «SHARE YOUR SELFIE» period to Company, at the following address:[URL].

ARTICLE 1 : DEFINITIONS

Within the scope of these rules, the expressions below shall have the following meanings:

"«SHARE YOUR SELFIE»": this online «SHARE YOUR SELFIE»

"Participant" or "you": the person participating in the «SHARE YOUR SELFIE»

"Platform": web platform accessible at the following URL address: [URL]

ARTICLE 2 : DURATION

The «SHARE YOUR SELFIE» shall run from [DATE] to [DATE] inclusive. It is understood that we may postpone or cancel the «SHARE YOUR SELFIE» if circumstances so require. In such event we will inform you as soon as possible via the Platform.

ARTICLE 3 : TERMS OF PARTICIPATION

The «SHARE YOUR SELFIE», which is completely free of charge and for which no purchase is necessary, is open to legal adults over the age of 18 in their country and minors over the age of 16 as well who have obtained the consent of their parents allowing them to participate at this «SHARE YOUR SELFIE». We may also ask you to send us a photocopy of your identity card as proof.

Only one participation per household and per Session (as described in article 4) is authorized (same mailing and/or e-mail address). The following may not participate: (i) personnel of Company and (ii) the people who participated in organizing the «SHARE YOUR SELFIE», as well as their respective families (meaning any person in the same tax household).

Your participation will be effective only if the following step have been completed:

On the platform :

1. Click on "Share your selfie" and :
2. Upload your photo
3. Complete the required fields
4. Drop us a few words
5. Click on the share your selfie button

All participants will be eligible to get an e-coupon reward.

Or On Instagram :

Take a selfie of yourself with your favorite La Roche-Posay product, drop us a few words and post it using your INSTAGRAM mobile application with the **[#XXX]**.

[DETAILS]

To access the «SHARE YOUR SELFIE», you have to connect to the Platform and fully complete the previous step.

If you have any question please contact us at the following address **[ADDRESS]**.

Only one participation by contestant. Every attempt of fraud will be punished by a dismissal. Every contestant will refrain to use any form of participation that could go against the following rules. The legality of every participation will be confirmed by every technical means possessed by the organizing company.

You undertake to fill out the registration form provided in good faith, with the understanding that any inaccurate or incomplete registration will not be accepted. Please inform us as to any applicable change in such data.

ONLY IF THERE IS A CONTENT PUBLICATION :

The organizing company reserves the right to delete the content or if they do not comply with the present rules and more particularly in case of content or comments which are : illegal or illicit; injurious, obscene, defamatory, malicious and/or that may incite to violence, discrimination, xenophobia and/or racism; not respectful of the privacy and/or rights of others (including image rights and intellectual property rights); politically oriented and/or which have proselytizing purposes; in non-compliance with the present Terms of Use.

In this context and when using this Platform, you commit not to post comments and/or contents that are (i) illegal or illicit; defamatory, injurious, obscene, , malicious and/or that may incite to violence, discrimination, xenophobia and/or racism (ii) Disclose information permitting to identify directly or indirectly a person without prior express consent, including the name, email address, postal address, phone number ;(iii) not respectful of the privacy and/or rights of others (including image rights and intellectual property rights);

Every content published by the contestants should respect the terms of use of every Platform used for the competition. In particular it shouldn't hurt any law or anybody's rights and liberties.

This kind of content will be moderated by the platform owners.

Only contents respecting the previous rules will be authorized for the contest.

The organizing company has the right to dismiss every contestant who will publish that kind of controversial content without any explanation.

THE ARTICLE 4 IS OPTIONAL

ARTICLE 4 : DESIGNATION OF WINNERS AND PRIZES

Participation takes place exclusively via the Platform. For any question you can contact us at the following address: **[EMAIL]**

[INSTANT DRAW]

« Instant draws » are determined randomly before the «SHARE YOUR SELFIE» start, they are noticed and controlled by the bailiff identified in article 10.

Winners are the one who completed their form after [TO BE COMPLETED] at the time corresponding to an "Instant draw". If there's no contestant that registered at the moment corresponding to an « Instant draw », the winner will be the first that participated after the « Instant draw » moment.

[JURY]

The «SHARE YOUR SELFIE» consists to submit to a Jury's vote (the « Jury ») [TO BE COMPLETED] uploaded online by Internet users (the « Contestant ») on the Platform.

The [NUMBER OF CONTESTANT IN LETTER AND NUMBER] contestants who uploaded [TO BE COMPLETED] will be named winners by the Jury and will get a prize in the conditions of the present rules.

[RANDOM DRAW]

A Random Draw will be realized among every Contestants, to determine [NUMBER IN LETTER AND NUMBER] winners. It will takes place on the [DATE], under a Baillif vigilance.

It is determined that [KIND OF CONTENT] are moderated before being published, which means it will be examined before being uploaded. The contestants' participation will be effective only after moderation.

In general terms, every Contestant forbid himself to publish [TO BE COMPLETED] that are (i) illegal or illicit; defamatory, injurious, obscene, , malicious and/or that may incite to violence, discrimination, xenophobia and/or racism (ii) Disclose information permitting to identify directly or indirectly a person without prior express consent, including the name, email address, postal address, phone number ;(iii) not respectful of the privacy and/or rights of others (including image rights and intellectual property rights);

Each winner will receive the following prize:

- A [PRIZE] of ([NUMBER]) [NUMBER IN LETTER] euros.

Moreover,

- [DETAILS LIKE HOTEL NIGHT etc.]

In the hypothesis the winners are minors over the age of 16, the consent of their parents allowing them to attend the live event in Paris will be compulsory (the terms of this consent will be specified no later than at the time of the announcement of the winners).

The prize is awarded specifically to the winner and may not be given to anyone else nor exchanged for cash value. It is understood that we reserve the right to substitute the prize proposed at any time, with another prize of equivalent value.

The winners will be informed of their win by post or email.

We are not obliged to award the prize if the winner, (i) did not input the correct information during registration or (iii) has not complied with these rules.

ARTICLE 5 : TESTIMONIALS / IMAGE

You authorize us freely, to reproduce, represent, display and adapt (including through translation), in whole or in part, in sequences or in entirety, your image, your creation and/or interview. This consent is provided for all promotional, marketing and advertising purposes of l'Oréal and/or its products, on the following media: (i) in written press, newspapers and magazines (ii) on the internet (whatever the site and/or the media, including the Platform), (iii) on any other promotional media (especially visual medias in retail locations and on products of l'Oréal) (hereinafter the "Media").

This authorization includes an option for l'Oréal to make any changes to details, additions and/or deletions to the initial fixation of your image and/or interview that it deems necessary, provided that it does not alter your image and/or interview. You hereby acknowledge and agree that the image and/or interview may be modified by l'Oréal.

In addition, the use of my image and/or of the interview may be accompanied by all legends, including your name, last name and your age. You also authorize l'Oréal to translate and/or add subtitles to your interview.

This authorization is granted on a royalty free basis, starting on the first display/publication on a Media, for the entire world, without limitation as to number, and for the following duration: from [DATE] to [DATE].

You declare being the owner of every right of the creations, interviews and images that you gave us.

ARTICLE 6 : PERSONAL INFORMATION

Information collected within the scope of the «SHARE YOUR SELFIE» will be processed by l'Oréal, for the management of the «SHARE YOUR SELFIE». They may be used for commercial marketing purposes, subject to having obtained your prior consent by your checking of the box on the registration form for the «SHARE YOUR SELFIE».

They may also be disclosed to specially authorized providers to the extent necessary to carry out the tasks entrusted to them, and, if you tick the appropriate box, to our partners, being specified that these communications may involve data transfers outside your country and eventually outside the European Economic Area. These transfers take place under conditions and guarantees offering appropriate protection of your personal data.

In accordance with applicable privacy laws, as amended, you may access to your personal data and obtain rectification or erasure of incomplete or inaccurate data. You may also object on legitimate grounds to the processing of your data. Your rights may be exercised by sending an email to [MAIL CONTACT], with a copy of your ID or other proof of your identity.

Our privacy policy is available at [URL].

Finally, if you are among the winners, you have already authorized us at no charge to publish on the Platform or any other Media your family name, forename, as applicable, your photograph for the following duration: from [DATE] to [DATE]..

ARTICLE 7 : LIABILITY

We cannot be held liable for the fraudulent use of the rights of connection nor awarding of the prize of a Participant nor shall we incur any liability if an event of *force majeure* or events beyond our control (including, but not limited to, technical problems, losses or delays by the postal service, etc.) disrupt the organization and administration of the «SHARE YOUR SELFIE». Under these circumstances, we shall notify promptly the Participants via the Platform.

THE ARTICLE 8 IS OPTIONAL

ARTICLE 8 : TERMS FOR REFUND OF PARTICIPATION FEES

We agree to reimburse you, if you so request, for the expenses incurred for you to connect to the Platform and participate in the «SHARE YOUR SELFIE» with a limit of three minutes of connection time per household, i.e. the amount of 0.11 euro for the first minute, and 0.02 euro (or 2p in UK) for the next two minutes. Any connection made at no cost or as part of a package (cable, ADSL, etc.) is not entitled to any refund. The request for reimbursement must fulfil the following conditions:

- it must be sent to us in writing at the following postal address [ADDRESS];

- specify your family name, forename and personal postal address;
- attach a copy of the detailed invoice from the telephone operator and/or service provider with whom you have a subscription, showing the date and time of your connection to the Platform and participation in the «SHARE YOUR SELFIE», as well as official details of a bank or postal account.

Any postage expenses that you may incur in sending us a request relative to any one of the provisions of these rules will be refunded at the second class rate in effect (base 20 g), upon simple request. Expenses related to photocopies of receipts shall be refunded on the basis of 20 euro cents per page, upon simple request.

Refunds will be provided by check or wire transfer, at our choice, sent within 60 days of receipt of the request, after verification of the proper basis of the request and in particular that the information included in the letter requesting a refund matches the information recorded on the registration form.

Expenses that are not subject to refund under these rules remain your responsibility.

ARTICLE 9 : CHANGES IN THE RULES

We may come to modify these rules, mainly in order to comply with applicable new legislation and/or regulations and/or to improve the Platform. Any modification and/or amendment shall be integrated in these Rules, will be the subject of an announcement on the Platform and will be filed with a bailiff identified in Article 10.

In the event that one of the clauses of these rules is declared null or void, that would in no case affect the validity of the rules as a whole.

Any modification and/or amendment shall be integrated into these Terms of Use.

ARTICLE 10 : FILING AND CONSULTING OF THE «SHARE YOUR SELFIE» RULES

The complete Rules are filed in France with [NAME OF THE BAILIFF], whose office is located [ADDRESS].

These rules can be consulted on the Platform for the entire duration of the «SHARE YOUR SELFIE». They may also be sent at no charge, to anyone who has made such a request during the «SHARE YOUR SELFIE» period to Company, at the following address: [MAIL CONTACT].
