

# EyeEm

## Awards

### 2019

#### **The 2019 EyeEm Awards Competition Rules**

The 2019 EyeEm Awards (the “Competition” or “Event”) is a photo competition organized and held by EyeEm Mobile GmbH, Kohlfurter Str. 41/43, 10999 Berlin (“EyeEm”, “we” or “us”).

When you enter the Competition by submitting a photo, you agree to these Competition Rules (“Rules”).

#### **General Entry Rules**

1. The Competition is open to everyone who has registered an EyeEm account and is over 18 years of age, or 16 years of age with parental or legal guardian consent to take part in the competition according to these Rules. It is your responsibility to provide a valid signed parental or legal guardian consent upon our request.
2. By entering the Competition, you acknowledge and agree that all data received from you will be used according to the EyeEm Privacy Policy (<https://www.eyeem.com/en/privacy>). You understand that your photo and name may be shared with Event Partners and media according to section 25 and 26 below. You agree to receive information about the Competition (e.g. when you got selected for the shortlist) via email and/or within the EyeEm mobile application (in-app-notification). Please make sure that the email address stored in your EyeEm account is up to date.

#### **How to enter**

3. To enter the Competition, you must upload your photo to EyeEm using the mobile app for iOS or Android or the web upload, following the on-screen instructions. Entries submitted via email or otherwise will not be accepted. You must select one of the officially designated category albums to tag your photo for submission. Photos without the proper album tag cannot be considered. You may enter as many photos to the Competition as you want.
4. Submission deadline: Photos must be submitted by 11:59:59 pm (GMT) on Friday, July 26, 2019 and meet the Photo Requirements provided below.

#### **Photo Requirements**

5. The photo you submit must be your original work, which means you have taken it, and you have not copied it from another creator and not recreated it from another work.
6. Photos submitted must have been taken between August 1, 2018 and July 26, 2019.
7. Photos must not contain any watermarks.
8. You must be able to supply a high resolution image suitable for printing in exhibitions if you have been selected as a finalist (shortlist).

9. Photos must comply with the category requirements, if any (e.g. “The Mobile Photographer” - only images taken with mobile phones can be submitted, etc.).

10. You may not submit a photo that infringes upon copyrights, trademarks, or any other intellectual property rights of any third person or entity, violates any person’s rights of privacy or publicity, or contains any infringing, threatening, false, misleading, abusive, harassing, libelous, defamatory, vulgar, scandalous, inflammatory, pornographic content or content that could otherwise be deemed inappropriate.

11. EyeEm reserves the right, in its sole discretion, to disqualify and remove any photo from the Competition that does not comply with the Photo requirements above or additional requirements defined for each category.

### **Selection of Finalists and Winners**

12. All eligible entries will be reviewed and judged by a selected jury. The jury will evaluate the photos at its own discretion, taking into consideration the originality, creativity, quality and relevance to the category theme.

13. The jury will select a shortlist of up to 10 photos from each category. EyeEm will announce the shortlist online (website and/or social media channels).

14. From the shortlist, the jury will select the final category winners (i.e. one winner per category). The jury will also select the 2019 Photographer of the Year as a separate winner, who may be but does not need to be a category winner.

15. The winner of the category “The Great Outdoors” will be automatically a finalist of the Red Bull Illume “Masterpiece” category (Event partnership). Additionally, further 8 (eight) photos from all entries to the category “The Great Outdoors” can be picked by Red Bull Illume (Event Partner) and be added as finalists to the following categories of the Red Bull Illume contest: Creative by Skylum, Emerging by Red Bull Photography, Energy, Innovation by Sony, Lifestyle, Raw, Playground, Wings. Both the winner of the category “The Great Outdoors” and the additional 8 images picked by Red Bull Illume shall be part of the Red Bull Illume Exhibit Tour 2020, and may also be displayed on the Red Bull Illume website and published in the Red Bull Illume photo book.

16. All winners will be announced during Berlin Photo Week in October 2019 and online (website, newsletter, and/or social media channels).

17. All winners will be notified via the email address linked to their account on EyeEm prior to the official announcement, but agree to keep this information confidential until it is officially announced at the Award Ceremony in Berlin or officially announced by EyeEm on EyeEm’s website and/or social media channels, whichever comes first.

18. The decisions of the jury are final and binding. This does not affect EyeEm’s right to determine new finalists and winners in case that finalists and/or winners are not reachable via email, a submitted photo does not comply with the Photo Requirements, and in cases provided for in section 3.

### **Rating or Voting Process**

19. EyeEm may at any time run an online rating and/or voting process to allow EyeEm users and/or members of the public to vote for a favorite photo from the submitted photos and/or from the shortlist.

20. If there is sufficient evidence, at EyeEm’s sole discretion, to assume malpractice and manipulation of such rating process, EyeEm has the right to remove the respective photo and, if necessary, award the prize to a different entrant.

## Prizes

21. The 2019 EyeEm Photographer of the Year will receive two (2) economy class return flight tickets to cover flights for the winner and one companion from an international airport to Berlin in order to attend the Award Ceremony. EyeEm will also provide hotel accommodation for 2 consecutive nights including the Awards ceremony night in October 2019. The travel itinerary and hotel will be determined and booked by EyeEm at its own discretion. Flights might not be direct. Both tickets must start at same departure. No additional costs will be provided or covered (such as transport to and from winner's home to the departure airport, transport from and to Berlin airport, meals and drinks, car hire, travel insurance, personal expenses, visas etc.). Please note that the winner might need a valid credit card with sufficient available funds in order to check into the hotel for security deposit purposes. It is the winner's responsibility to check all travel document requirements and to get travel insurance.

22. All other winners will receive prizes as defined on the EyeEm Awards website.

23. All prizes are non-transferable and non-exchangeable for cash or other products or services. EyeEm reserves the right to modify or replace the competition prizes at its sole discretion. Please note that, for the distribution of prizes as determined, you may need to provide your postal address, if you do not attend the Award Ceremony.

## Your Copyright

24. When submitting a photo to the Competition, you will retain full copyright in your photo.

25. By submitting a photo, you grant EyeEm and its Event partners (e.g. Red Bull Illume, marketing entities, sponsors, distribution partners) the non-exclusive right to use and exploit any submitted photo which is amongst the Shortlist or a Winning Image worldwide without compensation in all media in the context of the EyeEm Awards and Berlin Photo Week and for promotions, marketing, advertising, related events and exhibitions. This includes the perpetual and worldwide right to use the image in any media, online (websites, social media channels, networks) and in print media (e.g. magazines, newspapers, books), including the right

- to showcase your photo (e.g. website, app, EyeEm Magazine, social media channels),
- to exhibit your photo at Berlin Photo Week,
- to publish your photo within the EyeEm Magazine,
- to use your photo for press publications.

26. In case your photo was selected by Red Bull Illume according to section 15 above, you agree that Red Bull Illume has the non-exclusive right to display your photo on the Red Bull Illume website, promotional materials of Red Bull Illume, to exhibit your photo at the Red Bull Illume World Tour 2020 and to publish your photo in the corresponding limited edition photo book without compensation. For further information please check their Submission Rules at <http://www.redbullillume.com/contest/rules.html>.

27. If your submitted image is amongst the shortlist or winning images, you also agree that such photo shall be part of EyeEm's "Edition E", a limited print edition of images by selected photographers, according to the separate Terms and Conditions applicable.

28. Any photo used by EyeEm or Event partners shall carry a credit line with your EyeEm username and/or full name, to the extent customary in the media business. However, any failure to provide such credit line shall not be deemed a breach, if EyeEm cures the failure within a reasonable period after notification to [copyright@eyeem.com](mailto:copyright@eyeem.com).

## **Liabilities**

29. When submitting a photo, you represent and warrant that you are the sole copyright holder of the submitted photo and that you have obtained the necessary permissions to use the photo, in case your photo includes persons that are recognizable or affects other third party rights (e.g. trademarks, logos, copyrights, property rights). This may be waived for public and street scenes depending on the laws of the country in which the photo was created. It is your responsibility to check the legal requirements and to provide us with the model and/or property releases where necessary. We may also send you a request to provide such release. Failure to provide such release may result in disqualification.

30. You agree to fully indemnify EyeEm and Event partners in respect of any claims, damages, royalties, liabilities arising out of your breach of your warranties and representations contained herein. In no event will EyeEm, Event partners, or its advertising or promotion agencies, be responsible or liable for any damages or losses of any kind arising out of the participation in the Competition or relating to any prizes granted.

Please contact us at [support@eyeem.com](mailto:support@eyeem.com) in case you have any questions regarding these Rules.

May 2019