

Terms and Conditions for the My Jewellery AI Design Contest 2026

1. Organiser

1. The My Jewellery AI Design Contest 2026 (“the Contest”) is organised by My Jewellery B.V., with its registered office at Ruwekampweg 4, 5222 AT, 's-Hertogenbosch, registered with the Dutch Chamber of Commerce under number 65961137, hereinafter referred to as “My Jewellery”.
2. For questions or complaints regarding the Contest, participants can contact My Jewellery via its regular customer service channels, including email, chat, WhatsApp and the contact form on the My Jewellery website.
3. By participating in the Contest, the participant declares that they have received, read and accepted these terms and conditions, the privacy policy and the information regarding the use of the AI Design Tool.

2. Duration

1. The Contest runs from 24 August 2026 up to and including 28 September 2026.
2. Designs can be submitted from 24 August 2026 up to and including 20 September 2026.
3. Votes can be cast on submitted designs from 24 August 2026 up to and including 27 September 2026.
4. My Jewellery will select one winner from the ten finalists. The winner will be announced on 28 September 2026.

3. Who can participate?

1. Participation is open exclusively to natural persons aged 18 or over who reside in:
 - the Netherlands;
 - Belgium;
 - Germany; or
 - France.
2. Participation is free of charge. A purchase from My Jewellery is not required.
3. Employees of My Jewellery and employees of external parties directly involved in the development, organisation or execution of the Contest, including Livewall, are excluded from participation. The same applies to natural persons who are otherwise involved with My Jewellery in any capacity and on any contractual basis whatsoever, including as a self-employed person, freelancer or otherwise, regardless of whether that involvement relates to the Contest.
4. Each participant may submit a maximum of one design. A maximum of one submission may be made per email address.
5. The use of multiple email addresses, accounts or identities for the purpose of making multiple submissions is not permitted and may result in exclusion.

6. **My Jewellery may ask a participant to provide additional information in order to verify whether the participation requirements have been met.**
7. **Participation is furthermore only possible if the participant has a bank account held in their own name and maintained with a bank established in the country in which the participant resides, namely Germany, the Netherlands, France or Belgium. This is necessary so that any cash prize can be paid directly to the participant.**

4. Participation

1. **Participation takes place via the dedicated My Jewellery AI Design Tool.**
2. **To participate:**
 - **the participant creates a jewellery design using the AI Design Tool;**
 - **the participant enters the requested personal data, including their name, email address, date of birth and preference for gold or silver;**
 - **the participant accepts these terms and conditions;**
 - **the participant confirms that they have read the privacy information and the information regarding the use of AI; and**
 - **the participant submits the design as final.**
3. **By participating, the participant will be able to separately review:**
 - **these terms and conditions;**
 - **the privacy statement/information for the Contest; and**
 - **the information regarding the use of AI within the AI Design Tool.**
4. **If My Jewellery also offers participants the option of signing up for commercial communications or the newsletter, separate and voluntary consent will be requested for this. Signing up for the newsletter is not a condition of participation in the Contest.**
5. **After submitting the design, the participant can download and/or share it, for example via Instagram Stories. Sharing a design via Instagram or other social media is not mandatory in order to participate.**
6. **A submission is final once it has been sent via the designated function in the AI Design Tool and received by My Jewellery.**
7. **My Jewellery and/or its technical service provider may, insofar as necessary for the execution of the Contest, record which version of the terms and conditions, privacy information and AI information was accepted or viewed by a participant, as well as the corresponding time and the relevant submission.**

5. AI Design Tool

1. **The AI Design Tool was developed for My Jewellery by external technology partner Livewall and uses generative AI technology.**
2. **Within the parameters set by My Jewellery and/or Livewall, the participant can enter instructions and prompts to generate a design.**
3. **Technical and content filters, security measures and so-called guardrails may be applied within the tool to limit certain types of undesirable content.**

4. The existence of such measures does not mean that My Jewellery can guarantee that every generated output is unique, original, suitable for production or free from third-party rights.
5. It is not possible to upload your own images to the AI Design Tool.
6. Participants can save, download and/or share their generated design for personal use and for the purpose of participating in the Contest, within the limits of these terms and conditions and applicable law.
7. The participant understands that the design is created wholly or partly with the use of generative AI.
8. Due to the nature of generative AI, it cannot be guaranteed that every design is unique. Different users may generate identical or similar designs, shapes, styles, details, combinations of materials or other design elements.

6. Requirements for submissions

1. A submission must have been created using the official My Jewellery AI Design Tool.
2. The design and the prompts used may not contain content that:
 - is discriminatory, racist, sexually explicit, violent, offensive or otherwise inappropriate;
 - is contrary to the law or public morality;
 - knowingly infringes trade marks, copyrights, design rights or other third-party rights;
 - knowingly copies or imitates an existing piece of jewellery, design, brand, logo or other protected work; or
 - is otherwise unsuitable for the Contest in My Jewellery's reasonable opinion.
3. The participant is responsible for the prompts and other instructions entered by them.
4. Each participant declares that, to the best of their knowledge, they will not use prompts or other instructions deliberately aimed at copying protected third-party material.
5. If a third party makes a claim against My Jewellery in connection with a breach by the participant of the provisions of this Article 6, the participant shall indemnify My Jewellery against such claim and against any reasonable costs and losses resulting from it.
6. My Jewellery reserves the right to reject or remove a submission if it does not comply with these terms and conditions.

7. Voting period and top 10

1. During the voting period, votes may be cast for participating designs via the platform designated by My Jewellery.
2. A person may cast a maximum of one vote for one design per calendar day.
3. Participants are permitted to encourage others to vote for their design via regular channels, including social media, WhatsApp, email or word of mouth.

4. **After the voting period has ended, My Jewellery will review the votes cast. Only votes that My Jewellery considers valid will be included in the final result.**
5. **The ten designs with the highest number of valid votes will form the top 10 and therefore the finalists of the Contest.**
6. **The number of votes determines only which designs reach the top 10.**
7. **A design's position within the top 10 does not determine who wins the Contest.**
8. **The design with the highest number of votes is therefore not automatically the winning design.**
9. **No rights may be derived from interim rankings, provisional standings or temporarily visible vote counts.**
10. **If an equal number of valid votes means that it cannot be clearly determined which design reaches tenth place, My Jewellery will determine which design is added to the top 10 based on the judging criteria set out in Article 9.**

8. Voting fraud and misuse

1. **It is not permitted to influence the voting process artificially, automatically, fraudulently or otherwise improperly.**
2. **This includes, among other things:**
 - **the use of bots, scripts, software or other automated voting methods;**
 - **artificially creating or using accounts, email addresses, identities or other means to circumvent voting limits;**
 - **buying votes;**
 - **offering financial or material compensation in exchange for votes;**
 - **manipulating or attempting to manipulate the Contest platform, the AI Design Tool or the voting technology;**
 - **circumventing technical restrictions;**
 - **using external services that artificially generate votes;**
 - **submitting multiple designs using different email addresses or identities; and**
 - **any other act that, in My Jewellery's reasonable opinion, compromises the fairness or integrity of the Contest.**
3. **Regular promotion of a participant's own design and asking friends, family, customers or followers to vote is permitted, provided that the votes are genuinely cast by individual persons and in accordance with these terms and conditions.**
4. **My Jewellery may investigate suspicious voting activity.**
5. **My Jewellery may disregard or remove votes that, in its reasonable opinion, are invalid, fraudulent or improperly obtained.**
6. **If, in My Jewellery's reasonable opinion, fraud or other serious misuse is likely to have occurred, My Jewellery may exclude the relevant participant from the Contest.**
7. **If the removal of invalid votes affects the composition of the top 10, My Jewellery may determine the ranking again.**

9. Jury and selection of the winner

1. Once the top 10 has been determined, the ten finalists will be assessed by a My Jewellery jury consisting of, among others, representatives of the My Jewellery design team and the founder.
2. The jury will assess the finalists based on, among other things:
 - originality;
 - wearability;
 - how well the design fits with My Jewellery and its existing or future collection;
 - commercial potential; and
 - technical and production feasibility.
3. No predetermined individual weighting is assigned to these criteria. The jury will assess the designs in relation to one another.
4. The criteria referred to in this Article are not exhaustive. My Jewellery and the jury have full discretion and freedom of assessment to make the final selection of the winner as they see fit, taking these criteria into account.
5. My Jewellery is not required to select the finalist with the highest number of votes as the winner.
6. The ranking within the top 10 does not provide any entitlement or priority in the final selection of the winner.
7. If a finalist is excluded before the final selection or is found not to comply with the terms and conditions, My Jewellery may add the next design based on the number of valid votes to the top 10.
8. The jury will select one winner from the top 10.
9. The jury's decision is final, without prejudice to any rights participants may have under mandatory applicable law.

10. Announcement and verification of the winner

1. The winner will be announced on 28 September 2026 via one or more My Jewellery communication channels and will also be contacted personally using the contact details provided upon participation.
2. The winner must respond within seven calendar days of the first personal message from My Jewellery.
3. Before paying out the prize, My Jewellery may verify whether the winner complies with all participation requirements.
4. For this purpose, My Jewellery may request reasonable additional information, including information that can be used to verify age, identity and place of residence.
5. If:
 - the winner does not respond within seven calendar days;
 - the winner is found not to comply with the participation requirements;
 - the winner knowingly provided incorrect or misleading personal data;
 - the winner cannot reasonably be identified or verified;
 - fraud or other serious misuse is found to have occurred; or
 - the winner refuses or fails to sign the additional agreement referred to in Article 13.4 within fourteen calendar days after being selected as the winner;

the right to the prize will lapse.

6. In that case, My Jewellery may select another finalist as the winner, applying the judging criteria set out in Article 9.
7. Obvious, non-misleading administrative errors in personal data, such as a simple typing error, will not automatically result in exclusion and may be corrected at My Jewellery's discretion.

11. The prize

1. The winner will receive a cash prize of €5,000. The cash prize of €5,000 is a gross amount. Any taxes, levies and other tax obligations arising from or associated with the winner's receipt of the prize, including income tax, gambling tax, VAT or comparable levies, shall be borne by and at the risk of the winner.
2. The cash prize will be transferred within one month after all of the following conditions have cumulatively been met, to a bank account specified by the winner: (i) the winner has been successfully verified in accordance with Article 10; (ii) the additional agreement referred to in Article 13.4 has been fully and validly signed by the winner and My Jewellery; (iii) the winner has provided My Jewellery with all required files, prompts and other information referred to in Article 13.4 in full; and (iv) the winner has provided valid payment details for a bank account held in the winner's name and maintained with a bank established in the country in which the winner resides, namely Germany, the Netherlands, France or Belgium.
3. Until all conditions set out in the previous paragraph have cumulatively been met, the prize will not be due and payable and will not be paid out.
4. The prize is personal and non-transferable.
5. If the winning design is actually produced, the winner will also receive one item of the jewellery ultimately produced.
6. The winner will not be entitled to any royalties, turnover-related compensation or profit-sharing in connection with any sale of the final piece of jewellery.

12. Product development of the winning design

1. My Jewellery intends to develop the winning design further and, if technically and commercially feasible, add it to the My Jewellery collection as a piece of jewellery.
2. The AI-generated visualisation is a concept. My Jewellery does not guarantee that the final product will correspond exactly to the original AI visualisation.
3. My Jewellery may propose or make adjustments to the design that are necessary or desirable for, among other things:
 - technical manufacturability;
 - wearing comfort;
 - quality;
 - safety;
 - use of materials;

- cost price;
 - alignment with the My Jewellery collection; or
 - commercial feasibility.
4. In the event of production, My Jewellery will determine, among other things:
 - the material and material composition;
 - gold or silver colour;
 - dimensions;
 - construction;
 - shape and proportions;
 - fastenings and technical details;
 - finish;
 - any stones or other components;
 - cost price;
 - retail price;
 - production quantities;
 - supplier and production method;
 - launch date; and
 - the length of time for which the item will remain in the collection.
 5. The piece of jewellery ultimately produced may therefore differ visibly or technically from the original AI design.
 6. My Jewellery provides no guarantee regarding a minimum production quantity, minimum sales period, turnover, stock or availability.
 7. If production ultimately proves not to be technically, commercially or otherwise reasonably feasible, My Jewellery is not obliged to actually put the design into production.
 8. My Jewellery is, furthermore, never obliged to actually produce, sell or otherwise commercially exploit the winning design, even if it proves technically feasible to produce and commercially feasible. My Jewellery will decide at its own discretion whether, when and in what form the winning design will be produced.
 9. Production, sale, distribution or other commercial exploitation of the winning design will only take place after the separate written agreement referred to in Article 13 has been concluded and My Jewellery has been able to carry out the necessary checks regarding intellectual property rights.
 10. Before production, My Jewellery may assess whether additional protection of the final design, including any registration of design rights, is desirable and possible.

13. Intellectual property and separate agreement with the winner

13.1 AI and possible rights

1. The participant acknowledges that the design is created wholly or partly using generative AI and that, as a result, intellectual property rights in the generated design may not arise or belong to the participant in all cases.

2. Provisions in these terms and conditions regarding intellectual property rights therefore apply only insofar as such rights exist and belong to the relevant participant.

13.2 Limited licence for all submissions

3. By participating, the participant grants My Jewellery, insofar as the participant holds the necessary rights to do so, an exclusive, royalty-free licence to use the submission for the organisation, execution, assessment and communication of the Contest.
4. This licence includes, among other things, the right to:
 - display the design within the voting environment;
 - make it available to other participants and voters;
 - have it assessed by the jury;
 - display it via My Jewellery's own website, newsletter and social media channels in connection with the Contest;
 - use it for communication and promotion relating to the Contest; and
 - use it for reporting on the Contest and the final result.
5. Publications lawfully posted during or around the Contest do not automatically need to be removed from existing online archives or social media posts after the Contest has ended, insofar as such use remains limited to reporting on or communication relating to the Contest.

13.3 No exclusivity for non-winning designs

6. Due to the nature of generative AI, each participant acknowledges that similar or identical designs or design elements may arise independently of one another.
7. Submitting a design therefore does not give a participant an exclusive right to a particular general style, shape, trend, choice of materials, combination or other general design element.
8. My Jewellery may already have developed products before the Contest that show similarities to a submission. My Jewellery may also independently develop or market similar designs in the future.
9. The mere fact that an existing or future My Jewellery product shows similarities to a non-winning submission does not automatically entitle the relevant participant to compensation, royalties or any other claim.

13.4 Separate rights agreement with the winner

10. The winner is required to fully and validly sign the additional rights agreement provided by My Jewellery within fourteen calendar days after being selected as the winner. Signing this agreement, as well as providing all files, prompts and other information requested therein in full, is a condition for entitlement to payment of the prize. Until these requirements have been met, the prize will not be due and payable and will not be paid out.
11. The additional rights agreement will set out the rights relating to the specific winning design and the associated files. Insofar as they belong to the winner

and are transferable, the winner transfers all intellectual property rights in the design and any developments based on it to My Jewellery. Insofar as transfer is not possible, the winner grants My Jewellery an exclusive, irrevocable, worldwide, perpetual, royalty-free and transferable licence, with the right to sublicense, modify, develop, produce, register, sell, distribute and otherwise commercially exploit the design worldwide and for the full statutory term of protection.

12. The winner agrees that My Jewellery may make technical, visual and production-related modifications to the design and the products based on it and, insofar as permitted by law, may use them without attribution. Insofar as permitted by law, the winner will not object to such modifications or to use without attribution.
13. The winner warrants that they are authorised to transfer or license the relevant rights, that the design does not infringe any third-party rights and that all information regarding the creation of the design and the use of AI has been provided fully and truthfully. The winner will immediately inform My Jewellery of any third-party claims and shall indemnify My Jewellery against claims, losses, costs and expenses arising from a breach of these warranties or the absence of the required authority.
14. If the winner does not sign the additional rights agreement in time within fourteen calendar days, does not fully cooperate or does not provide the required files, information or warranties, the right to the prize will lapse. Any prize already paid must in that case be repaid at My Jewellery's first request. My Jewellery may subsequently select another finalist as the winner by applying the judging criteria set out in Article 9.
15. The cash prize of €5,000 constitutes, insofar as permitted by law, the full and one-off compensation for the rights, licence, cooperation, files, information and commercial exploitation referred to in this Article. The winner is not entitled to any additional royalties, turnover-related compensation or profit-sharing.
16. The winner will declare in the additional agreement, to the best of their knowledge, that:
 - they have not knowingly used third-party material in a way that infringes third-party rights;
 - they have not knowingly had a protected design copied or imitated;
 - the information provided regarding the creation of the design and the use of AI is complete and truthful; and
 - they will inform My Jewellery if, before production, they become aware of any potential claim by a third party.
17. My Jewellery is not obliged to commercially exploit the winning design before the additional agreement has been fully signed.
18. My Jewellery also reserves the right, before production, to carry out further investigations into possible third-party rights and to suspend or discontinue production if there is reasonable doubt regarding the legal or technical suitability of the design.
19. To the extent permitted by law, the winner waives their moral rights in relation to the winning design and products based on it. Insofar as such waiver is not possible, the winner grants My Jewellery permission to disclose, reproduce,

edit and modify the design without attribution and will not object to changes, adaptations or technical modifications that My Jewellery considers necessary or desirable for production, quality, wearability or commercial exploitation.

14. Name and publicity

- 1. The participant understands that the name provided for publication with the design may be displayed together with the submitted design within the voting environment.**
- 2. My Jewellery may announce the winner's name together with the winning design via its website, social media channels, newsletter and other communication channels in connection with the Contest and the announcement of the result.**
- 3. Any more extensive use of a photograph, portrait, interview, video or personal story of the winner for separate marketing purposes will, where necessary, be agreed separately with the winner.**
- 4. Any arrangements regarding attribution in connection with the commercial exploitation of the final piece of jewellery will be recorded in the separate agreement referred to in Article 13.**

15. Personal data and privacy

- 1. My Jewellery processes participants' personal data for the organisation and execution of the Contest.**
- 2. This may include the processing of the following data:**
 - name;**
 - email address;**
 - date of birth;**
 - preference for gold or silver;**
 - the submitted prompts;**
 - the generated design;**
 - information relating to the submission; and**
 - insofar as necessary, technical data for security, fraud prevention and verification of participation and voting behaviour.**
- 3. Personal data may be used for, among other things:**
 - registration and execution of participation;**
 - verification of the participation requirements;**
 - displaying designs;**
 - execution and monitoring of the voting procedure;**
 - fraud prevention;**
 - communication with participants and finalists;**
 - verification of the winner;**
 - payment of the prize; and**
 - compliance with legal obligations.**
- 4. For the technical execution of the Contest, My Jewellery may use service providers, including Livewall.**

5. Before participating, participants will be separately informed about the processing of their personal data via a privacy statement or privacy notice for the Contest.
6. This privacy information will explain in further detail, among other things:
 - which personal data is processed;
 - for which purposes;
 - on which legal basis;
 - with which parties data may be shared;
 - how long data is retained;
 - which rights the participant has; and
 - how the participant can exercise those rights.
7. Confirmation that the privacy information has been read is separate from any consent for commercial marketing.
8. If a participant wishes to sign up for the newsletter or other marketing communications, separate and voluntary consent will be requested for this.

16. Availability and technical problems

1. My Jewellery aims to keep the AI Design Tool, the Contest platform and the voting functionality available during the relevant periods, but cannot guarantee uninterrupted or error-free operation.
2. To the extent permitted by law, My Jewellery is not responsible for submissions or votes that are not received, are received incompletely or are received late as a result of technical failures, internet problems, device problems or other technical circumstances.
3. In the event of a substantial technical failure, My Jewellery may, among other things:
 - temporarily suspend the Contest;
 - extend the submission or voting period;
 - correct or remove demonstrably incorrect votes; or
 - take other reasonable measures to ensure that the Contest proceeds as fairly as possible.
4. Nothing in these terms and conditions limits liability that cannot be excluded or limited under mandatory applicable law.

17. Amendment, suspension and termination

1. My Jewellery reserves the right to amend, temporarily suspend or terminate the Contest or these terms and conditions early if there are reasonable grounds for doing so.
2. This includes, among other things:
 - technical problems;
 - fraud or large-scale misuse;
 - security issues;
 - force majeure;
 - changes to applicable laws or regulations;
 - circumstances affecting suppliers or technology partners; and

- other circumstances that are reasonably beyond My Jewellery's control or as a result of which continuation of the Contest in its original form would not be responsible.
- 3. In doing so, My Jewellery will take the legitimate interests of persons who have already participated into account as far as possible.
- 4. Relevant changes will, where reasonably possible, be announced via the Contest platform and/or other My Jewellery communication channels.

18. Complaints, applicable law and other provisions

1. Questions or complaints regarding the Contest may be submitted via My Jewellery's regular customer service channels, including email, chat, WhatsApp and the contact form.
2. The Contest and these terms and conditions are governed by Dutch law.
3. All disputes arising from or relating to the Contest or these terms and conditions will, in the first instance, be submitted exclusively to the competent court of the District Court of Oost-Brabant, 's-Hertogenbosch location, unless mandatory law provides otherwise.
4. If any provision of these terms and conditions proves to be wholly or partly invalid or unenforceable, the remaining provisions will remain in force as far as possible.
5. In situations not provided for in these terms and conditions, My Jewellery will decide reasonably, taking applicable mandatory laws and regulations into account.