

Privacy Notice My Jewellery AI Design Contest 2026

Version 20 August 2026

This privacy notice explains how My Jewellery B.V. processes the personal data of participants in the My Jewellery AI Design Contest 2026 ("the Contest"). This privacy notice has been specifically prepared for the Contest and provides a complete, standalone explanation of how we handle your personal data in this context.

This privacy notice should be read in conjunction with the Terms and Conditions of the My Jewellery AI Design Contest 2026 and the separate information about the use of AI within the AI Design Tool.

1. Who is responsible for processing your data?

The controller responsible for the personal data processed in connection with the Contest is:

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 ("**My Jewellery**", "**we**", "**us**").

If you have any questions or wish to exercise your rights, you can contact us through My Jewellery's usual customer service channels (email, chat, WhatsApp, contact form).

2. What personal data do we process?

In connection with the Contest, we may process the following personal data about you:

- name;
- email address;
- date of birth (to verify the minimum age of 18);
- gold or silver preference;
- the prompts you enter into the AI Design Tool;
- the design you generate;
- information relating to your entry (including the time of submission and the version of the terms and conditions you accepted);
- bank account details, solely if you are selected as the winner and the cash prize is paid to you; and
- technical data (such as your IP address and device/session data), insofar as necessary for security, fraud prevention and monitoring participation and voting behaviour.

Please note: the prompts you enter and the design generated from them may constitute personal data, for example if you (accidentally) refer to yourself or others in them. We

recommend that you do not include special category personal data or personal data relating to third parties in your prompts.

Examples include names, email addresses, telephone numbers, addresses, photographs, usernames, health data, information about race or ethnicity, financial data or information about private circumstances.

Where possible, use general and anonymised descriptions, such as ‘an adult’ or ‘a person with dark hair’, without providing additional information that could identify that person.

Have you included personal data in a prompt and would you like it to be removed? Please contact us using the contact details set out in section 12 and, where possible, state when the prompt was entered and via which account or email address.

3. For what purposes and on what legal basis do we process your data?

We process your personal data solely for the purposes listed below, on the basis of the legal grounds set out in the General Data Protection Regulation (GDPR):

Purpose	Personal data	Legal basis
Processing and assessing your registration (checking the conditions of participation, age and country of residence)	Name, email address, date of birth, country of residence	Performance of the contract relating to participation in the Contest.
Generating and displaying the design in the AI Design Tool and on the voting platform	Submitted prompts, generated design, name (if provided for publication)	Performance of the contract relating to participation in the Contest.
Conducting and monitoring the voting process and preventing fraud	Voting data, technical data (including IP address and device/session data)	My Jewellery’s legitimate interest in ensuring that the Contest is conducted fairly and reliably, with no more data being processed than is necessary for this purpose.
Communicating with participants and finalists about the progress of the Contest	Name, email address	Performance of the contract relating to participation in the Contest.

Verifying the winner and paying the cash prize (bank account details are only requested from and verified for the winner)	Name, email address, bank account details (in the winner's name, country of residence)	Performance of the contract and, where applicable, compliance with legal obligations.
Announcing the winner and the winning design via the website, social media, newsletter and other channels	Name, design	Performance of the Contest agreement, legitimate interests and consent.
Compliance with legal obligations (including administrative and tax obligations)	Name, address details, payment details	Compliance with a legal obligation.
Newsletter subscription / commercial communications (optional, selected separately)	Name, email address	Consent.

We use your personal data to register your participation in the Contest, apply the conditions of participation and run the Contest. The applicable legal basis for each purpose is set out in the table above.

We may also use your data to prevent fraud and misuse and to ensure that the Contest is conducted fairly. We do not process more data for this purpose than is necessary.

If we are legally required to retain or disclose certain data, we use your data to comply with those obligations.

If you provide separate consent, we use your data to send you newsletters or other marketing communications. You can withdraw your consent at any time. You can easily unsubscribe using the unsubscribe option in the relevant message.

When we announce the winner, we will inform you separately which data we will publish, where it will be published and how long it will remain visible.

For the announcement of the winner, we may publish the name or username provided by the winner, the winning design and the result of the Contest via My Jewellery's website, social media and newsletter. We will not publish full prompts, contact details or other personal data unless this has been separately and expressly agreed with the winner.

We process your personal data in accordance with the General Data Protection Regulation (GDPR). More information about the processing of your personal data, retention periods and your privacy rights can be found in this privacy notice.

4. Use of the AI Design Tool

The AI Design Tool you use to create your design was developed for My Jewellery by external technology partner Livewall and uses generative AI technology. The following applies specifically in this context:

- your prompts and the generated design are processed in order to provide the Contest functionality (generating, storing and displaying the design on the voting platform);
- the following data are provided to Livewall for this purpose: the prompts you enter, the design generated by the tool and the technical data necessary for the secure operation of the tool. Your name and email address are only provided to Livewall insofar as this is necessary to store, display or manage your entry.

For these processing activities, Livewall acts as a processor on behalf of My Jewellery and is contractually required to implement appropriate technical and organisational measures to protect your data.

Livewall does not use your prompts or the design you generate to train, evaluate or improve the AI Design Tool or any other models, nor does it use them for Livewall's own commercial purposes or those of third parties. Your data are not used to profile you as an individual participant or to link data to you outside the purpose of the Contest.

The AI Design Tool only generates design proposals based on your prompt. The tool does not make decisions about your admission to the Contest, your exclusion, your entitlement to a prize or the selection of the winner. The assessment of entries, verification of the conditions of participation, assessment of possible fraud and selection of the winner take place with human involvement in accordance with the Terms and Conditions.

Prompts and designs may be visible to My Jewellery, Livewall and, depending on the stage of the Contest, other participants or visitors to the voting platform. You should therefore not enter any information that should not be made public.

5. Who do we share your data with?

We only share your personal data with third parties insofar as this is necessary for the organisation and operation of the Contest or where we are legally required to do so. This includes:

- Livewall, as the technical service provider and developer of the AI Design Tool, insofar as necessary for generating, storing and displaying designs and operating the voting platform;
- social media platforms (such as Instagram, TikTok and Facebook), solely if and insofar as you choose to share your design yourself; and
- regulators or government authorities, if we are legally required to provide the data to them.

Hosting, email, communications and payment of the cash prize are handled within My Jewellery's own infrastructure and under its own management. No external service providers are engaged for these purposes.

6. Transfers of data outside the EEA

For the Contest, your personal data are stored and processed within the European Economic Area (EEA). Based on the current set-up, Livewall, My Jewellery and the service providers engaged for the Contest do not have ongoing access to these data from countries outside the EEA.

7. How long do we retain your data?

We do not retain your personal data for longer than is necessary for the purposes set out above:

- Data relating to participants who do not become a finalist or winner are retained for no more than three months after the end of the Contest. During this period, the data are used solely for:
 - handling any questions, complaints or disputes relating to the Contest; and
 - assessing and exercising the option, if the initially selected winner is excluded or does not accept the prize, to replace them with the next eligible winner.

The data are then deleted, unless an ongoing complaint, legal proceedings or a legal obligation requires a longer retention period. In that case, the data are retained for as long as is necessary for the relevant complaint, proceedings or legal obligation;

- Data relating to participants whose design is among the top ten, as well as data relating to participants with other designs that are of interest to My Jewellery, are retained for no more than six months after the end of the Contest. During this period, these data are used solely to contact these participants about a potential commercial or business collaboration. After this period, the data are deleted, unless an ongoing complaint, legal proceedings or a legal obligation requires a longer retention period. Participants may object at any time to the processing of their personal data for direct marketing purposes. Following such an objection, their data will no longer be processed for that purpose;
- Data relating to the winner, including the design and the related documentation, are retained for as long as necessary to perform the supplementary rights agreement, for any production and commercial exploitation of the jewellery item, and for as long as we are legally required to retain them (for example, under tax retention requirements);
- Data processed on the basis of consent (such as a newsletter subscription) are retained until you withdraw your consent;
- Prompts and designs in the AI Design Tool and the associated copies held by Livewall are retained for as long as the participant falls within one of the categories

referred to above and are subsequently deleted or anonymised by Livewall, unless they relate to the winner's design as described above;

- Technical data and data collected for fraud prevention purposes are retained for no more than three months after the end of the Contest, unless a longer period is necessary for an investigation into fraud or a dispute.

We therefore do not retain your personal data for longer than is necessary for the purpose for which they were collected. As soon as data are no longer required for the relevant purpose (and there is no legal retention obligation), they are deleted or anonymised.

If you have subscribed to the newsletter or other commercial communications, your data will also be retained after the end of the Contest until you withdraw your consent or newsletters are no longer sent.

For publications on social media platforms, we can submit a request for removal. We cannot guarantee that third parties will completely remove copies, shared posts or search engine references.

8. How do we protect your data?

We take appropriate technical and organisational measures to protect your personal data against loss or unlawful processing. We also require parties that process personal data on our behalf, including Livewall, to implement appropriate security measures.

9. What rights do you have?

You can exercise your privacy rights by sending a request to privacy@my-jewellery.com. Please include the following in your request:

- your name;
- your contact details;
- the right you wish to exercise;
- as clear a description of your request as possible; and
- where relevant, the email address, entry number or other information that allows us to locate your participation.

We may ask you to verify your identity. We will not request more information than is necessary to verify your identity and your right of access to the relevant data. You may also appoint an authorised representative, in which case we may ask for proof of authorisation.

We will confirm receipt of your request and respond within the applicable time limit. If we are unable to comply with your request, or can only comply with it in part, we will explain why.

10. Where can you lodge a complaint?

Do you have a complaint about the way in which we process your personal data? Please contact us first. You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) (www.autoriteitpersoonsgegevens.nl).

11. Changes to this privacy notice

We may amend this privacy notice from time to time, for example as a result of changes to the Contest or applicable laws and regulations. The most recent version will always be available via the Contest platform. Where reasonably possible, we will actively bring relevant changes to your attention.

12. Contact

If you have any questions about this privacy notice or the processing of your personal data in connection with the Contest, you can contact My Jewellery B.V., Ruwekampweg 4, 5222 AT 's-Hertogenbosch, by email at **privacy@my-jewellery.com**, via chat or WhatsApp.

For general questions about the Contest, you can use our usual customer service channels. For requests relating to access, deletion or objection, we ask you to preferably use the dedicated privacy email address: privacy@my-jewellery.com.

This privacy notice applies solely to the processing of personal data in connection with the Contest. For the processing of personal data outside the Contest, for example when you place an order, create an account or subscribe to the newsletter, please refer to My Jewellery's general Privacy & Cookie Policy, available at www.my-jewellery.com.