



AWARD RULES

PINK RIBBON PHOTO AWARD by Estée Lauder Companies

2026^{15th} EDITION

Article 1: Organizing Company

ELCO (hereinafter referred to as “ELCO”), a simplified joint-stock company with a capital of €173,863,415, registered with the Paris Trade and Companies Register under number 702 038 464, with its registered office located at 40/48 Rue Cambon, Paris (75001), is organizing, from June 20, 2026, through September 10, 2026, inclusive, a contest titled “*Pink Ribbon Photo Award, by Estée Lauder Companies*” (hereinafter referred to as “the Contest”), the rules and conditions of participation for which are described in these rules.

This Contest is organized as part of the initiatives carried out by the RUBAN ROSE Association, an association governed by the law of July 1, 1901, registered with the Paris Prefecture under reference number W952000319 and having its headquarters at 48 rue Cambon in PARIS (75001).

Article 2: Theme of the 2026 Edition of the Contest

Each person wishing to participate (hereinafter “the Participant”) must submit a single photograph (hereinafter “the Photograph”) to a jury; this photograph must be directly related to the fight against breast cancer (hereinafter “the Theme”).

The objectives of this Award are to mobilize the general public in support of the awareness campaign for early detection of breast cancer, which takes place every year in October, and to promote an open-minded attitude toward breast cancer.

In addition to these objectives, this Award encourages talented individuals to showcase their work by interpreting the Theme in a completely personal way.

The style is thus left entirely to the Participant’s discretion: studio photography, natural settings, still life, photojournalism, color or black-and-white...

Please note that this is a photography contest and not a contest for posters or scrapbooking.

Each photograph must be accompanied by a short text (hereinafter “the Text”): the story behind the photograph, the artistic choices, what inspired the photograph, and how it addresses the theme of raising awareness about the **fight against breast cancer**, as described on the contest website www.pinkribbonaward.fr.

Article 3: Eligibility

3.1 Participation in the Contest is open from June 20, 2026, through September 10, 2026, inclusive, to any individual of legal age, whether an amateur or professional photographer. Only one entry per photographer will be accepted for the duration of the Contest.

3.2 Entries are strictly personal, and participants may not, under any circumstances, enter the Contest on behalf of or in the name of other individuals.

In the event of multiple entries, the Participant will be disqualified from the Contest.

Employees of ELCO and any companies within the group to which ELCO belongs, as well as all persons involved in the organization of this Contest, are not eligible to participate.

3.3 The Participant warrants that he or she is the author of the Photograph, the sole owner of the copyright attached to the Photograph, and that the Photograph is an original work created no more than three years prior to the start date of the Contest. If the photograph has previously received an award or been exhibited, the entrant is required to notify the organizers of this Contest.

3.4 Photographs generated in whole or in part using software known as Artificial Intelligence (“AI”) or associated with AI are not eligible for the Contest.

3.5 ELCO reserves the right to conduct any necessary verifications regarding the identity, mailing address, and/or email address of participants.

3.6 ELCO and its partners shall not be held liable for any individuals who have not provided their complete contact information and identity, or who have provided inaccurate or false information, as well as those who refuse the collection, storage, and use of their personally identifiable information—which is strictly necessary for the purposes of organizing the Contest—will be excluded from the Contest and will not be eligible to receive any prize.

3.7 In the event that the submitted forms or photograph do not meet any of these criteria, the Jury reserves the right to exclude the Participant from participating in the Contest. Only fully completed entries will be accepted.

3.8 ELCO reserves the right to suspend, terminate, or cancel the Contest for any reason whatsoever, at any stage of the Contest. Participants will then be notified of this decision by email.

3.9 Participation in this Contest implies full and unconditional acceptance of these rules. Failure to comply with these rules will result in the automatic cancellation of participation and any potential awards.

Article 4: How to Enter the contest

To enter, participants must:

- Log in and register on the website www.pinkribbonaward.fr via the “Participate” section
- Download the “RULES” file (reglement.zip); read and accept these Rules in their entirety
- Submit the required forms, namely:
 - Fill out the printed **registration form** available in the downloadable “RULES” file “RULES” folder on the website www.pinkribbonaward.fr (hereinafter “the Form”)
 - Have the relevant individuals fill out and sign as many **image rights waiver forms** as there are recognizable people in the photograph. The form is available in the downloadable “RULES” file on the website www.pinkribbonaward.fr
 - Complete and sign the **copyright assignment form**, available in the downloadable “RULES” folder on the website www.pinkribbonaward.fr
 - **Send the form, the image rights waiver(s), along with a copy of the waiver signatory’s ID, and the copyright assignment form**—all originals, duly completed and signed—by midnight on August 20, 2025, to the following mailing address: Estée Lauder Companies Pink Ribbon Photo Award – c/o ELCO – 48 rue Cambon – 75001 Paris.

A copy of these forms must also be sent by email to the address

contact@pinkribbonaward.fr

- **Submit the photograph in digital format** via the form provided for this purpose on the website www.pinkribbonaward.fr (see technical specifications in Article 5 of these rules).

The **filename of the file** containing the photograph must be formatted as follows:

first_name_last_name.jpeg (or .psd/.tif...) (no accents, punctuation marks, or special characters)

Example: HERVE_DURAND.jpg or herve_durand.jpg

- A **text accompanying the photograph**, limited to a maximum of **200 words**, must be submitted at the same time via the same entry form available on the website.

Article 5: Photographic Equipment & Technical Requirements

The photograph must meet the following criteria:

- The digital file submitted must be in jpg, psd, png, pdf, or tif format, with a resolution of at least 300 DPI and a file size between 2 and 25 MB
- The minimum size of the photograph should ideally be 40 x 60 cm, or 4725 x 7087 pixels (at 300 DPI)
- The photograph may be in portrait, landscape, or square format, provided that the longest side is no less than 60 cm (7,087 pixels)
- The use of software known as Artificial Intelligence or AI-related software to generate—in whole or in part—the photograph is prohibited.

ELCO will be responsible for producing physical prints of the photographs selected for the jury and the exhibition (if applicable) and for making any necessary retouching for printing purposes, without, however, altering their nature or design. Participants are informed that ELCO is under no obligation to produce physical prints of the photographs.

These physical prints of the Photographs will be the property of ELCO, which will use them solely in connection with the Award, communications regarding the Award, or its promotion, and/or the fight against breast cancer and/or the promotion of the RUBAN ROSE Association.

Participants agree that any prints of the Photographs will not be provided to them and will remain the sole property of ELCO.

Participants agree that the Text—a message of solidarity and the story behind the photograph—accompanying the photograph may be subject to minor modifications for the purposes of reproduction, publication, and distribution, without altering its nature (spelling and typographical corrections, cuts if too long, minor rewriting for better understanding, etc.).

Article 6: Selection of Photographs Eligible for the Exhibition—Awarding of the Grand Jury Prize, the Jury’s Special Mention, and the Téva People’s Choice Award

The Photographs will be reviewed by a jury (hereinafter referred to as “the Jury”) composed of professionals from the world of photography and prominent figures involved in the fight against breast cancer, selected by ELCO, which shall freely determine the number of jury members. This jury will be chaired by Franck Besnard, President of ELCO.

From among the Photographs submitted for the Prize, a preliminary jury, at the discretion of the Prize organizers, will make an initial selection to be submitted to the Jury, comprising between 40 (forty) and 100 (one hundred) of the best Photographs (hereinafter referred to as “Finalist Photographs”); these numbers may be adjusted at the sole discretion of ELCO.

The Jury, which may organize its work as it sees fit, will make its decision at its sole discretion by selecting 2 (two) photographs—1 (one) photograph as the winner of the Grand Prix du Jury (hereinafter referred to as the “Grand Prix du Jury Photograph”) and 1 (one) photograph for the Prix Coup de cœur (hereinafter referred to as

“Jury’s Coup de Cœur Award Photograph”)—in accordance with the terms set forth in this article and in compliance with the conditions defined in these Rules.

Participants are hereby informed that the Jury is not required to award 1 (one) Grand Prix du Jury and/or 1 (one) Jury’s Coup de Cœur Award Photograph if, for example, the artistic quality of the Photographs submitted by Participants for the Prize is not deemed adequate and/or if, more generally, no entry appears to meet the required criteria.

When evaluating the Photographs, the Jury will take the following criteria into particular consideration: Style, Experience, Expression, Originality, and Conformity with the Theme.

The Jury has sole discretion to rule on cases not covered by these rules. The Jury’s decisions do not require justification and are final.

The Finalist Photographs, as well as the Photographs eligible for awards—namely, the Grand Prix du Jury and the Jury’s Coup de Cœur Award Photograph —will be selected during the month of September.

All Finalist Photographs will be available for viewing on the website www.pinkribbonaward.fr no later than October 1, 2026.

These same Finalist Photographs will also be reproduced and published on the website www.prixdupublicteva-pinkribbonphotoaward.fr, set up by the Téva channel, a partner of the Prize, in order to be submitted for a public vote. Public voting will take place from October 1 to 15, 2026, exclusively on the website www.prixdupublicteva-pinkribbonphotoaward.fr. The photograph that has received the most valid votes recorded by Téva during this public voting phase will be declared the winner of the Téva People’s Choice Award, provided that the person who submitted said photograph meets all the eligibility requirements set forth in the Rules.

Only one vote per day per person is permitted. Any violation of this rule or any form of cheating (such as the use of “bots,” paid voting sites, etc.) will result in the disqualification of the photograph affected by the fraudulent votes from the Téva People’s Choice Award.

The winner of the Téva People’s Choice Award will receive the equivalent of “one year’s worth of skincare” from the brands or services of the Estée Lauder Companies group, as specified in Article 7 of the Rules. Acceptance of these Rules implies acceptance of the terms and conditions governing participation, reproduction, editing, and publication of the photograph and its accompanying text on the website www.teva.fr, as well as the terms and conditions for voting and awarding the Téva People’s Choice Award.

The three (3) photographs eligible for an award—namely, the Grand Prix du Jury, the Jury’s Coup de Cœur Award , and the winner of the Téva People’s Choice Award—will be announced during Paris Photo 2026 (November 12–15, 2026), a partner of the Prize, during a dedicated event to which the Finalists will be invited and may therefore attend at their own expense.

Participation in the Prize implies the Participant’s consent to the reproduction and distribution of their Photograph and Text.

Article 7: Prizes

Participants who are the authors of winning Photographs or non-winning Finalists will receive, as applicable, the following prizes:

- Grand Prix du Jury Photography Award: a prize of 10,000 euros (ten thousand euros) + publication of the photograph in one or more nationally distributed magazines, including Marie Claire + *a Fujifilm X-T5 16-80mm Kit camera valued at 2,499 euros including tax*, or equivalent* + a personalized session with an expert printer at the Atelier Picto

- Bastille (Paris), a voucher worth 300 euros (three hundred euros) for photo prints on the Picto Online website, as well as a one-year subscription to Marie Claire and Polka Magazine;
- The Photography Jury's Special Mention Award: a Fujifilm X-E5 camera with XF23mm lens kit, valued at €1,549 including tax*[1][1] or equivalent, a gift certificate worth 300 euros (three hundred euros) for photo prints on the Picto Online website, as well as a one-year subscription to Marie Claire and Polka Magazine;
- The winner of the Téva People's Choice Award: a Fujifilm X-T30 camera with an XC15-45mm lens kit, valued at €1,049 including tax*[2][1] or equivalent, a voucher worth 300 euros for photo prints on the Picto Online website, a one-year subscription to Marie Claire and Polka Magazine, and one year's worth of cosmetic products and/or services (at the discretion of Estée Lauder Companies) with a total value of 1,000 (one thousand) euros;
- Finalist Photographers who do not win either of the two Jury Prizes or the Téva People's Choice Award will each receive a voucher worth 100 euros (one hundred euros) for use on the Picto Online website.
- Each of the Finalist Photographers will receive an invitation to the opening reception of the exhibition to be held at the Polka Gallery in November 2026 (subject to any health or other restrictions).

In the event that the winner of the Grand Jury Prize and/or the Jury's Special Mention Prize is unable to claim all or part of their prize for any reason whatsoever—particularly if the information provided by the participant during registration does not allow the organizer to contact them— they will forfeit the prize, with no possibility of receiving any compensation.

The prize awarded may not be contested in any way, nor may its equivalent value be paid in cash or any other form, nor may it be replaced or exchanged for any reason whatsoever.

Non-monetary prizes cannot be redeemed for cash or any other form of compensation of any kind and are non-transferable.

Article 8: Copyright, Assignment of Rights, and Waiver of Image Rights

Participants must ensure that the individuals clearly recognizable in the submitted Photograph have given them permission to use their image by signing image rights waiver forms available in the "reglement.zip" folder on the website www.pinkribbonaward.fr. The Participant shall send ELCO one original copy of a release of image rights form for each person appearing in the Photograph, completed and signed by the person concerned and accompanied by a copy of that person's identification document.

The Participant shall certify under oath that he or she is the author of the submitted Photograph and Text.

The Participant guarantees that the submitted Photograph and Text are original and that he or she is the sole owner of the copyrights associated with this Photograph and Text. As such, the Participant is responsible for obtaining authorizations from any third parties who have directly or indirectly participated in the creation of the work and/or who believe they have any rights to assert against the Participant, and assumes responsibility for any resulting costs and payments.

In general, Participants indemnify ELCO against any claims, actions, or demands that any third party might bring for any reason whatsoever in connection with the exercise of the rights assigned herein and, more generally, in connection with all warranties and commitments made under these rules.

The Participant, whether or not selected in the various phases of the Contest, assigns to ELCO all economic rights relating to the Photograph and the Text, namely the rights of reproduction, public performance, publication, adaptation, and secondary and derivative use of the Photograph and the Text. To this end, the Participant shall return to ELCO the signed copyright assignment form for the Photograph, authorizing the use of the Photograph and the Text.

ELCO acquires the copyrights attached to the Photograph and the Text, **exclusively for the purposes** of the Award, the Téva People's Choice Award, and communication or promotion of the Award, and more broadly for the fight against breast cancer and/or the promotion of the RUBAN ROSE association, both nationally (France) and internationally (other countries), in the form of a website, multimedia presentations, exhibitions, print publications, press releases, or promotional campaigns, or any other form of communication, without any compensation and for the entire duration of the legal protection of the assigned rights.

ELCO may thus, in particular, display all or part of the Photographs and Texts during the year 2026 or thereafter at public exhibitions organized by ELCO or by the RUBAN ROSE association.

The assignment of economic rights to the Photograph and the Text is made free of charge, with the exception of the winners of the Grand Prix du Jury, the Jury's Coup de Cœur Award, and the Prix du Public Téva, as well as the Finalists, who will each receive a prize as defined in these Rules (Article 7).

The assignment of rights applies to both the Photograph and the Text taken separately, as well as when incorporated into any works or programs.

The Participant authorizes the disclosure of the Photograph and the Text in any form and on any medium, and hereby irrevocably waives any right to object to the use by the assignee of the rights assigned to this Photograph as defined above.

ELCO retains the discretion to decide whether or not to distribute or publish the Photograph and Text for which the rights have been assigned under these rules.

ELCO may freely assign the rights to the RUBAN ROSE association within the scope of the same use of the rights.

The provisions of these rules take effect as of the date of their signature. The copyright rights are assigned for the entire duration of the legal protection of rights in works covered by copyright, in accordance with French law.

ELCO nevertheless authorizes the Author—who retains full moral rights over the Photograph and the Text—to reproduce the Photograph on their own and to use it for their own purposes, provided that they clearly indicate, for informational purposes and where applicable, the context in which the photograph was taken, namely that the photograph was created as part of the “Pink Ribbon Photo Award by Estée Lauder Companies 2026.” This authorization does not affect the Participant's full assignment of copyright to ELCO, as defined by these Rules.

Article 9: Disputes and Liability

Participation in the Contest implies unconditional acceptance of these Rules in their entirety.

If one or more provisions of these Rules are declared null and void or unenforceable, the remaining provisions shall remain in full force and effect.

Any inaccurate or false statement, any fraud, or any violation of any provision of these Rules will result in the Participant's disqualification. The decision to disqualify a Participant is made by ELCO.

No responses will be provided to any telephone or written inquiries regarding the interpretation or application of these Rules, the mechanics or terms of the Contest, or the list of winners. In the event of a dispute, only a letter sent by certified mail with return receipt requested will be accepted.

ELCO reserves the right, should circumstances require it, to shorten, extend, modify, or cancel this Contest and/or these Rules. ELCO shall not be held liable for any such action.

Participation implies knowledge of and acceptance of the characteristics and limitations of the Internet, the lack of protection for certain data against potential misuse or hacking, and the risk of infection by viruses circulating on the network.

ELCO disclaims all liability in the event of misuse or incidents related to the use of a computer, Internet access, the maintenance or malfunction of the Contest's servers, the telephone line, or any other technical connection, as well as the sending of Contest invitations to an incorrect or incomplete address.

Furthermore, ELCO shall under no circumstances be held liable for any delivery issues or loss of postal or electronic mail. ELCO shall also not be held liable if one or more participants are unable to connect to the website www.pinkribbonaward.fr due to any technical problem or failure, including but not limited to network congestion. ELCO reserves the right, at any time, and in particular for technical reasons related to updates and maintenance, to suspend access to the ELCO website and the Prize it contains.

ELCO shall not be held liable for any theft or loss that may occur during delivery of the prize.

Article 10: Governing Law - Jurisdiction

These rules are governed by French law. Participants are therefore subject to the French regulations applicable to this promotion.

Any dispute that cannot be resolved amicably shall be submitted to the competent French courts designated in accordance with the Code of Civil Procedure.

Article 11: Data Protection – Personal Data

In accordance with Law No. 78-17 of January 6, 1978, on data processing, files, and civil liberties, as amended, known as the "Data Protection Act," and the European General Data Protection Regulation (GDPR) No. 2016/679, Participants are informed that ELCO, as the data controller, processes Participants' personal data automatically; it is specified that the requested information is mandatory for participation in the Contest to be considered valid.

Participants freely and knowingly authorize ELCO to collect personal data concerning them during their participation in the Contest.

The personal data collected and processed by ELCO is intended for the following purposes:

- participation in the Contest,
- where applicable, notifying Participants whose photograph is selected as an Exhibited Photograph or as the winner of the Grand Jury Prize or the Jury's Favorite Prize, and, where applicable, awarding the prizes,
- the use of the copyrights assigned by the Participants.

Personal data is retained for as long as necessary to fulfill the above purposes, and for a maximum of ten years.

The recipients of the data are ELCO, the RUBAN ROSE Association, and TÉVA for the People's Choice Award.

In accordance with Law No. 78-17 of January 6, 1978, on information technology, files, and civil liberties, as amended, known as the "Data Protection Act," and the European General Data Protection Regulation (GDPR) No. 2016/679, Participants have the right to access and correct information concerning them, the right to withdraw their consent at any time, and the right to data portability, erasure, restriction of processing, and objection to processing on grounds relating to their particular situation; they may exercise these rights by contacting ELCO, whose contact information appears at the beginning of this document. Participants have the right to file a complaint with the CNIL. Participants may also, for legitimate reasons, object to the processing of their personal data.

Article 12: Copyright and Artistic Property Rights

In accordance with the laws governing literary and artistic property rights, the reproduction and representation of all or part of the elements comprising this Contest are strictly prohibited. The trademarks mentioned are registered trademarks belonging to their respective owners.