Updated: November 13, 2026

Pinterest Festive Challenge OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. AN ACTIVE PINTEREST ACCOUNT IN GOOD STANDING IS REQUIRED TO ENTER. CONTEST VALID ONLY IN THE UNITED KINGDOM. ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.

The Pinterest Festive Challenge (the "Contest") is a game of skill designed to encourage eligible Pinterest users ("Entrant," "You," or "Your") to showcase their creativity. A panel of judges will select winning entries based on the criteria outlined below, and prizes will be awarded in accordance with these Official Rules (the "Official Rules"). Winners will not be selected by random drawing or chance.

Submission of an entry into this Contest or the awarding of a prize does not constitute an offer or contract of employment with Sponsor/Promoter, the Promotional Partner, or the Administrator (the "Contest Entities" each defined below). You acknowledge that your Entry (defined below) is submitted voluntarily and not in confidence, and that no confidential, fiduciary, employment, agency, or other special relationship exists between you and the Sponsor/Promoter or Contest Entities (defined below).

1. BINDING AGREEMENT

To enter the Contest, you must agree to these Official Rules. By submitting an Entry, you fully and unconditionally agree to be bound by these Official Rules and the decisions of the Sponsor/Promoter and/or Administrator, which are final and binding in all matters related to the Contest, subject to applicable law. You are not eligible to receive a prize unless you are in full compliance with these Official Rules.

2. ELIGIBILITY

To be eligible to enter the Contest, you must, as of the time and date of entry:

1. Be at least eighteen (18) years old;
2. Be a legal resident of the United Kingdom;
3. Have an active Pinterest account in good standing and be the Authorized Account Holder (defined below) of said account;
4. Have received an invitation from the Promoter to participate in this Contest.;
5. Not be an employee, intern, contractor, or officer of any of the Contest Entities, their subsidiaries, affiliates, sales representatives, suppliers, distributors, retailers, promotion partners, prize suppliers, advertising and production agencies, nor an immediate family member (parent, sibling, child, spouse or civil partner) or household member of such individuals;
6. Not be prohibited by applicable law from entering or winning; and
7. Not be subject to sanctions imposed by the United Kingdom, the U.S. Department of Treasury, Office of Foreign Assets Control (OFAC), the European Union, the United Nations, or any other relevant government authority, including any individual designated on any sanctions or restricted party list maintained by such authorities. This also includes any individuals residing in any country, region, or territory subject to comprehensive sanctions or embargoes under applicable law, or any other territory that may be added to an applicable sanctions or embargo list.

Sponsor/Promoter reserves the right to verify eligibility and to adjudicate any disputes in its sole discretion, subject to applicable law.

3. CONTEST ENTITIES

The Contest is sponsored/promoted by Pinterest UK Ltd Pinterest London, UK House, 2 Great Titchfield Street, London W1D 1NN, United Kingdom ("Sponsor," "Promoter," or "Pinterest").

4. CONTEST AND JUDGING PERIODS

The Contest entry period begins on November 16th, 2026, at 2:00:01 PM Greenwich Mean Time (GMT) and ends on the earlier of: (a) December 6th, 2026, at 11:59:59 PM Greenwich Mean Time (GMT) (the "Contest Period").

The judging period will commence after the Contest Period and conclude on or about 18th December 2026 ("Judging Period").

Sponsor/Promoter's computer is the official time-keeping device for this Contest.

5. HOW TO ENTER

During the Contest Period, complete the following steps to submit a valid entry ("Entry"):

1. Log in to your Pinterest account.
2. Create a new, original Pin on Pinterest that expresses the Pinterest Festive Trends.
3. Your Pin must include a title and a description.
4. Your Pin must include the hashtags #FestiveChallenge26 and #Contest_Entry clearly and conspicuously in the description.
5. Save the Pin to one of your public Pinterest boards. The board and your account must remain public until the winners are announced and prizes have been awarded, unless Sponsor/Promoter provides different written instructions.

All Entries will be deemed made by the "Authorized Account Holder" of the email address associated with the Pinterest account used for entry. An "Authorized Account Holder" is the natural person assigned to an email address by an internet service provider or other organization responsible for assigning email addresses for the domain.

6. REQUIREMENTS FOR ENTRIES

Each Entry must be the original work of the Entrant, created solely by the Entrant without the use of any Generative AI Tool (defined below, and must not violate or infringe upon the intellectual property or other rights of any third party. For purposes of these Official Rules, "Generative AI Tool" means any software, tool, model, or service that uses artificial intelligence, machine learning, large language models, or similar technologies to generate, synthesize, manipulate, retouch, expand, or otherwise create or alter content. By submitting an Entry, you represent and warrant that it conforms to these Official Rules and does not contain any content that, in Sponsor's sole discretion:

a. Has been created, in whole or in part, using a Generative AI Tool;.
b. Is sexually explicit, profane, pornographic, or violent;
c. Is derogatory toward any ethnic, racial, gender, religious, or other group;
d. Promotes illegal drugs, alcohol, tobacco, or firearms;
e. Defames or misrepresents other people or companies;
f. Contains third-party trademarks, logos, or copyrighted material not owned by the Entrant;
g. Communicates messages inconsistent with the positive goodwill of Sponsor; or
h. Violates any law or the Pinterest Terms of Service (https://policy.pinterest.com/en/terms-of-service) or Community Guidelines (https://policy.pinterest.com/en/community-guidelines).

Sponsor reserves the right to disqualify any Entry that it deems inappropriate or non-compliant.

Sponsor reserves the right, at any time, to request reasonable evidence of compliance with these Official Rules, including drafts, source files, layered files, meta data, or a written certification regarding the creation process and the tools used. Failure to timely provide requested materials, or Sponsors determination that an Entry was created or altered using a Generative AI Tool, may result in disqualification.

7. CONDUCT

Entrants agree to comply with and be bound by the decisions of Sponsor/Promoter and/or Administrator, which will be final and binding in all respects, subject to applicable law. Sponsor/Promoter reserves the right in its sole discretion to disqualify any Entrant it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Contest; (b) violating these Official Rules; (c) acting in an unsportsmanlike, disruptive, abusive, threatening, or harassing manner; (d) attempting to undermine the legitimate operation of the Contest; or (e) submitting false, misleading, or inaccurate information.

8. JUDGING AND WINNER SELECTION

Entries will be evaluated and scored based on the exercise of skill, judgment, and content quality by a panel of qualified judges appointed by Sponsor/Promoter and/or Administrator (the "Judges"). The Judges will score eligible Entries based on the following objective judging criteria:Creativity and originality (34%); Adherence to the Call to Action (33%); and Overall quality and aesthetic (33%) .

The Entry or Entries with the highest total score(s), as determined by the Judges using the disclosed criteria, will be deemed potential winner(s), subject to verification and compliance with these Official Rules. In the event of a tie, a tie-breaker judge will judge the tied entries using the same criteria and weighting to determine the potential winner. A random drawing will not be used to break ties.

Sponsor/Promoter and/or Administrator will maintain written judging records as evidence of the judging process. Sponsor/Promoter reserves the right not to award a prize, or to award fewer than the stated number of prizes, if it does not receive a sufficient number of eligible and qualified Entries, subject to applicable law and advertising requirements.

All potential winners are subject to verification by Sponsor/Promoter and/or Administrator. Potential winners will be notified using the contact method available in connection with the Entry or Pinterest account, which may include email, Pinterest message, comment, or other contact information provided by the Entrant. Potential winners will have three (3) days from attempted notification, or such other period stated in the notification, to respond and may be required to execute and return a Declaration/Affidavit of Eligibility and Liability/Publicity Release ("Winner Documents"). Prize winners may also be required to provide reasonable information or documentation necessary to verify identity, eligibility, sanctions status, and prize fulfillment, which may include a "selfie" photo and an image of a government-issued photo ID, subject to applicable data protection law. If a potential winner is unresponsive, cannot be contacted, is found to be ineligible, fails to provide required documents or information, fails sanctions screening, or otherwise fails to comply with these Official Rules, they may be disqualified, and an alternate potential winner may be selected from the remaining eligible Entries using the judging results.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR/PROMOTER AND/OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING, SUBJECT TO APPLICABLE LAW.

9. PRIZES

Twelve (12) winner(s) will be selected from among all eligible Entries to receive the following prize(s):

3 x Platinum winners: £300 Prezzee voucher

3 x Gold winners: £250 Prezzee voucher

3 x Silver winners: £200 Prezzee voucher

3 x Bronze winners: £150 Prezzee voucher

Total approximate retail value ("ARV"): £2,700. Prizes are non-transferable, and no substitution is allowed, except at Sponsor/Promoter's sole discretion or as required by applicable law. Sponsor/Promoter reserves the right to substitute a prize, or any portion of a prize, with a prize of equal or greater value if the advertised prize becomes unavailable for reasons beyond Sponsor/Promoter's reasonable control. Winners are solely responsible for all costs, expenses, taxes, fees, and charges not expressly stated as included in the prize description.

10. PRIZE CONDITIONS

Sponsor/Promoter will not replace any lost, stolen, damaged, destroyed, or misdirected Prizes, except where required by applicable law. Prizes are awarded “as is” with no warranty or guarantee, either express or implied, except for any warranty or guarantee that cannot be excluded under applicable law. Any unclaimed Prize will be forfeited.

GIFT CARDS: Use of gift card is subject to the terms, conditions, and policy of the issuer, including expiration dates and any geographic, currency, redemption, or account limitations. Any unused portion will not be reimbursed.

11. TAXES

Winners are responsible for all taxes, duties, charges, levies, and other costs associated with the acceptance, receipt, or use of the prize, except where Sponsor/Promoter expressly states otherwise in the prize description or where applicable law requires otherwise. To receive a prize, potential winners may be required to submit tax, identity, residency, or other documentation as requested by Sponsor/Promoter or Administrator. Failure to do so may result in forfeiture of the prize.

12. PRIVACY

Sponsor/Promoter and Administrator will collect and process personal information from Entrants in accordance with Sponsor/Promoter’s Privacy Policy (available at https://policy.pinterest.com/en/privacy-policy), these Official Rules, and applicable data protection laws, including the UK General Data Protection Regulation and the Data Protection Act 2018, for the purposes of administering the Contest, receiving and reviewing Entries, judging Entries, contacting potential winners, verifying eligibility and identity, conducting sanctions screening, fulfilling prizes, maintaining records, responding to winner list requests, and complying with legal obligations.

Personal information processed in connection with the Contest may include, without limitation, name, Pinterest account information, username or handle, contact details, country or region of residence, Entry content, communications with Sponsor/Promoter or Administrator, winner verification materials, tax or prize-fulfillment information, and any other information reasonably necessary to administer the Contest. Sponsor/Promoter may share such information with Administrator, Promotional Partner, prize suppliers, fulfillment vendors, sanctions screening providers, professional advisers, regulators, and other parties where necessary for Contest administration, prize fulfillment, legal compliance, or enforcement of these Official Rules.

Entrants should not include special category personal data or sensitive personal information in their Entries unless expressly required by the Contest theme and lawfully permitted. Sponsor/Promoter may reject or remove Entries that include unnecessary sensitive information. Sponsor/Promoter will retain Contest-related personal information for as long as reasonably necessary for Contest administration, legal compliance, dispute resolution, audit, tax, and recordkeeping purposes, and then will delete or anonymize it in accordance with its retention practices.

If the Contest includes any optional marketing communications, the request for such consent must be separate from entry and must not be a condition of entering the Contest or winning a prize, unless reviewed and approved by legal counsel. Entrants may have rights under applicable data protection law, including rights of access, deletion, correction, objection, restriction, portability, and complaint to a supervisory authority, as described in Sponsor/Promoter’s Privacy Policy.

13. WARRANTY AND INDEMNITY

a. **Representations and Warranties:** You represent and warrant that your Entry is your own original work, created solely by you without the use of any Generative AI Tool, that you are the sole and exclusive rights holder, and that your Entry does not violate or infringe upon the intellectual property, privacy, publicity, or other rights of any third party, nor violates any applicable law.

2. Indemnification: To the maximum extent permitted by law, you agree to indemnify, defend, and hold harmless the Contest Entities, and their respective affiliates, officers, directors, members, employees, representatives, and agents, from and against any and all claims, demands, actions, losses, liabilities, damages, costs, and expenses (including reasonable attorneys’ fees and legal costs) arising out of or

related to: (i) your breach of these Official Rules or your representations and warranties; (ii) any claim that your Entry infringes, violates, or misappropriates a third party's rights; (iii) your participation in the Contest; (iv) your acceptance, receipt, possession, misuse, or use of a prize; or (v) your violation of any law, regulation, or third-party right. This indemnity does not apply to the extent a claim arises from the negligence, willful misconduct, or breach of law by a Contest Entity, or to the extent such indemnity is not enforceable under applicable law.

14. DISQUALIFICATION

Any false information provided by an Entrant or non-compliance with these Official Rules or a failure to provide reasonably requested verification materials, may result in immediate disqualification from the Contest. Sponsor further reserves the right to disqualify any Entrant who tampers with the entry process or acts in an unsportsmanlike or disruptive manner.

15. INTERNET AND DISCLAIMER

Sponsor/Promoter is not responsible for any late, lost, delayed, damaged, corrupted, misdirected, incomplete, illegible, inaccessible, deleted, or unreceived Entries or communications due to system errors, hardware or software failures, network failures, Internet congestion, platform limitations, filtering, privacy settings, account restrictions, human error, or other technical or operational malfunctions. Sponsor/Promoter is not responsible for the policies, acts, omissions, outages, or limitations of third-party platforms, applications, or service providers that might prevent an Entrant from participating, submitting an Entry, being contacted, or receiving communications. Sponsor/Promoter's failure to enforce any term of these Official Rules will not constitute a waiver of that provision.

16. RIGHT TO CANCEL, MODIFY OR DISQUALIFY

If the Contest is not capable of running as planned for any reason, including tampering, fraud, technical failures, platform limitations, legal restrictions, force majeure, or any other causes beyond Sponsor/Promoter's reasonable control that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor/Promoter reserves the right, in its sole discretion and subject to applicable law, to cancel, terminate, modify, or suspend the Contest, or to disqualify any affected Entries or Entrants.

Sponsor/Promoter will not materially change the closing date, eligibility requirements, prize descriptions, judging criteria, or other significant conditions after launch except where unavoidable circumstances beyond Sponsor/Promoter's reasonable control make the change necessary and the change does not unfairly disadvantage Entrants who participated in accordance with the original terms, or where the change is otherwise permitted by applicable law and advertising requirements.

Any attempt by an Entrant to deliberately damage any service, platform, website, or system, or to undermine the legitimate operation of the Contest, is a violation of criminal and civil laws, and Sponsor/Promoter reserves the right to seek all available remedies.

17. LIMITATION OF LIABILITY

To the maximum extent permitted by applicable law, the Contest Entities, and their respective officers, directors, members, employees, representatives, and agents are not responsible for: (i) electronic transmissions, Entries, or other submissions that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, inaccessible, deleted, filtered, or not received by Sponsor/Promoter or Administrator for any reason; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures, platform limitations, or human error that may occur in the transmission, receipt, collection, review, judging, or processing of Entries; (iii) deletion, theft, destruction of, unauthorized access to, or alteration of Entries; (iv) failed or unavailable hardware, network, software, platforms, applications, or services; (v) causes beyond Sponsor/Promoter's reasonable control that jeopardize the administration, security, fairness, integrity, or proper conduct of this Contest; (vi) incorrect or inaccurate entry information, whether caused by entrants or by any of the equipment, systems, or programming associated with or utilized in the Contest; (vii) any typographical, printing, production, programming, advertising, or other error relating to the Contest, the

Official Rules, the administration or execution of the Contest, or the announcement of the prize winners; (viii) cheating or fraud by any participant; or (ix) any injury, loss, or damage to persons or property which may be caused, directly or indirectly, by your participation in the Contest or acceptance, receipt, possession, misuse, or use of any prize, except where such liability cannot be excluded or limited by law.

NOTHING IN THESE OFFICIAL RULES SHALL EXCLUDE OR LIMIT LIABILITY FOR DEATH OR PERSONAL INJURY CAUSED BY NEGLIGENCE, FRAUD OR FRAUDULENT MISREPRESENTATION, WILLFUL MISCONDUCT, BREACH OF STATUTORY DUTY, OR ANY OTHER LIABILITY THAT CANNOT BE EXCLUDED OR LIMITED UNDER APPLICABLE LAW.

Subject to the preceding sentence and to the maximum extent permitted by applicable law, you agree that any and all claims, judgments, and awards shall be limited to actual, direct out-of-pocket costs reasonably incurred, and in no event shall you be entitled to recover punitive, incidental, special, indirect, or consequential damages, or damages for loss of profits, loss of business, loss of goodwill, or loss of opportunity. Nothing in these Official Rules shall be deemed to exclude or restrict any mandatory statutory rights you may have as a consumer.

18. CONTENT LICENSE AND PUBLICITY RELEASE

As a condition of entry, you grant to each Contest Entity a perpetual, irrevocable, worldwide, royalty-free, transferable, sublicensable licence to use, reproduce, publish, display, perform, distribute, adapt, edit, modify, translate, create derivative works from, and otherwise exploit the contents of your Entry, in whole or in part, for any commercial or non-commercial purpose, including Contest administration, judging, publicity, advertising, marketing, promotion, social media, internal, archival, and legal purposes, in any media now known or later developed, without further compensation, notice, review, or approval, unless prohibited by law.

You also grant the Contest Entities the right to use your name, username, handle, likeness, image, voice, statements, biographical information, city/region, and Entry for publicity and promotional purposes in connection with the Contest and Sponsor/Promoter's business, without further compensation, unless prohibited by law. Sponsor/Promoter will handle such personal information in accordance with Section 12 and applicable data protection law. Where applicable law requires additional consent for publicity use, Sponsor/Promoter may request such consent as part of the Winner Documents.

You waive, to the fullest extent permitted by law, any moral rights or similar rights you may have in your Entry, or agree not to assert such rights against the Contest Entities, to the extent necessary to permit the uses described in these Official Rules. You represent that any person whose name, likeness, image, voice, or other personal attribute appears in the Entry has granted the necessary rights and permissions for the Entry and the uses described in these Official Rules.

19. CHOICE OF LAW AND JURISDICTION

These Official Rules and any dispute arising out of or relating to the Contest shall be governed by the laws of England and Wales, without regard to conflict of law rules. You agree that any disputes will be resolved on an individual basis in the courts of England and Wales, subject to any mandatory consumer rights you may have to bring proceedings in another court within the United Kingdom or to rely on the mandatory laws of your place of residence. Nothing in these Official Rules limits any non-waivable rights you may have under applicable consumer protection laws.

20. TERMS OF SERVICE

As a condition of participation, you agree to abide by Sponsor/Promoter's Terms of Service (https://policy.pinterest.com/en/terms-of-service), Community Guidelines (https://policy.pinterest.com/en/community-guidelines), and any other applicable Pinterest policies. In the event of a conflict between these Official Rules and Pinterest's Terms of Service solely with respect to Contest administration, these Official Rules will govern to the extent permitted by law.

21. WINNERS' LIST

To request a list of winners, send an email to createchallenges@pinterest.com, including the name of the Contest in the subject line, within 6 months after the end of the Contest Period. Where required by applicable advertising or promotional marketing requirements, Sponsor/Promoter may make available the surname and county or region of major prize winners. Winners may object to, or request reduction of, the publication of their winner information by contacting Sponsor/Promoter; however, Sponsor/Promoter may still be required to provide winner information to a regulator or other competent authority.