

**Pinterest Beauty Challenge
CONTEST 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 50 UNITED STATES OF AMERICA, THE DISTRICT OF COLUMBIA, AND CANADA (EXCLUDING THE PROVINCE OF QUEBEC). ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.

The Pinterest Beauty Challenge (the “**Contest**”) is a game of skill designed to encourage eligible Pinterest users (“**Entrant**,” “**You**,” or “**Your**”) to showcase their creativity. One or more 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**”).

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

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, which are final and binding in all matters related to the Contest. 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:

- a. Be at least eighteen (18) years old or the age of majority in your jurisdiction of residence, whichever is older;
- b. Be a legal resident of the 50 United States, the District of Columbia or Canada (excluding the province of Quebec);
- c. Have an active Pinterest account in good standing and be the Authorized Account Holder (defined below) of said account;
- d. Have received a direct invitation from Pinterest to participate in this Contest;
- e. Not be an employee, intern, contractor, or officer of Sponsor, its subsidiaries, or affiliates, nor an immediate family member (parent, sibling, child, spouse) or household member of such individuals;
- f. Not be prohibited by applicable law from entering or winning; and
- g. Not be subject to sanctions imposed by the U.S. Department of Treasury, Office of Foreign Assets Control (OFAC), including any individual on the OFAC Specially Designated Nationals and Blocked Persons List (SDN), or any person designated on any sanctions or restricted party list maintained by the United States, the European Union, or other relevant government authority. This also includes any individuals residing in Cuba, Crimea, Iran, North Korea, Syria, the Donetsk or Luhansk Regions of Ukraine, and Russia, or any other territory that may be added to OFAC's, European Union and any other government authority embargo list.

Sponsor reserves the right to verify eligibility and to adjudicate any disputes in its sole discretion.

3. SPONSOR

The Contest is sponsored by Pinterest, Inc., 651 Brannan Street, San Francisco, CA 94103, USA ("Sponsor" or "Pinterest").

4. CONTEST PERIOD

The Contest entry period begins on September 8, 2026 at 9:00:01 AM Eastern Time/ 6:00:01 AM Pacific Time and ends on September 25, 2026 at 11:59:59 PM Pacific Time (the "**Contest Period**").

Entrants are responsible for determining the corresponding time zone in their respective jurisdictions. The judging period will commence after the Contest Period and conclude on or about October 2, 2026 ("**Judging Period**"). Sponsor's computer is the official time-keeping device for this Contest.

5. HOW TO ENTER

Participation in this Contest is by invitation only.

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

1. Create a challenge-themed Pin. Create as many challenge-themed Pins on Pinterest as you like between September 7, 2026, at 12:00:01 AM Pacific Time and September 25, 2026, at 11:59:59 PM Pacific Time.
2. Add the required hashtags. Add both hashtags #PinterestBeautyChallenge and #Contest_Entry in the description of your Pin to enter.
3. Submit your Pins. Tap the 'Create' button, and you have successfully submitted your Pin.
 - a. Save the submission to one of your public Pinterest boards. The board and your account must remain public until the winners are announced.

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) (<https://policy.pinterest.com/en/terms-of-service>) or [Community Guidelines](https://policy.pinterest.com/en/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, which will be final and binding in all respects. Sponsor 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 the Official Rules; or (c) acting in an unsportsmanlike or disruptive manner.

8. JUDGING AND WINNER SELECTION

Entries will be evaluated and scored based on the following objective judging criteria: Creativity and originality (40%), Adherence to the Call to Action (30%), and Overall quality and aesthetic (30%). Evaluations will be conducted by one or more judges. In the event of a tie, a tie-breaker judge will judge the tied entries using the same criteria to determine the potential winner.

Potential winners will be notified via the email address associated with their Pinterest account. Potential winners will have ten (10) days to respond and may be required to execute and return an Affidavit of Eligibility and Liability/Publicity Release ("**Winner Documents**"). If a potential winner is unresponsive or found to be ineligible, they may be disqualified, and an alternate winner may be selected.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING.

9. PRIZES

10 winners will be selected to each receive a Prize.

The Prize consists of one (1) \$300 Visa Virtual Gift Card. The Approximate Retail Value ("**ARV**") of each prize is \$300.00 USD.

Total ARV of all prizes: \$3,000 USD. Prizes are non-transferable, and no substitution is allowed, except at Sponsor's sole discretion. Winners are solely responsible for all applicable taxes.

10. PRIZE CONDITIONS

Sponsor will not replace any lost or stolen Prizes. Prizes are awarded "as is" with no warranty or guarantee. Any unclaimed Prize will be forfeited.

11. TAXES

ALL PRIZES ARE NET OF ANY TAXES SPONSOR IS REQUIRED BY LAW TO WITHHOLD. Winners are responsible for all taxes and fees imposed on the acceptance of a Prize. To receive a prize, potential winners may be required to submit tax documentation as requested by Sponsor (e.g., a U.S. Form W-9). Failure to do so may result in forfeiture of the prize.

12. PRIVACY

Sponsor will collect and process personal information from Entrants in accordance with its [Privacy Policy](https://policy.pinterest.com/en/privacy-policy) (<https://policy.pinterest.com/en/privacy-policy>) for the purposes of administering the Contest and verifying winners.

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.
- b. **Indemnification:** To the maximum extent permitted by law, you agree to indemnify, defend, and hold harmless Sponsor and its respective affiliates, officers, directors, and employees from and against any and all claims, losses, liabilities, and expenses (including reasonable attorneys' fees) 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 on a third-party's rights; or (iii) your participation in the Contest or acceptance and use of a prize.

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 is not responsible for any late, lost, misdirected, or incomplete Entries due to system errors, hardware or software failures, or other technical malfunctions. Sponsor is not responsible for the policies or actions of third parties that might prevent an Entrant from participating. Sponsor'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, or technical failures, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Contest. Any attempt by an Entrant to deliberately damage any service or undermine the legitimate operation of the Contest is a violation of criminal and civil laws, and Sponsor reserves the right to seek all available remedies.

17. LIMITATION OF LIABILITY

Sponsor is not responsible for: (a) lost, late, or illegible Entries; (b) technical failures of any kind; (c) unauthorized human intervention in the Contest; or (d) any injury or damage to persons or property which may be caused, directly or indirectly, by your participation in the Contest or use of any prize.

YOU AGREE THAT ANY AND ALL CLAIMS, JUDGMENTS, AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, BUT IN NO EVENT ATTORNEYS' FEES, AND IN NO CASE SHALL EXCEED \$1,000 USD. YOU HEREBY WAIVE ALL RIGHTS TO CLAIM PUNITIVE, INCIDENTAL, AND CONSEQUENTIAL DAMAGES.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. Nothing in these Official Rules shall be deemed to exclude or restrict any of your statutory rights as a consumer.

18. CONTENT LICENSE AND PUBLICITY RELEASE

As a condition of entry, you grant Sponsor a perpetual, irrevocable, worldwide, royalty-free license to use, reproduce, adapt, and display the contents of your Entry for any commercial or non-commercial purpose. You also grant Sponsor the right to use your name and likeness for publicity purposes, without further compensation, unless prohibited by law.

19. FORUM AND RECOURSE TO JUDICIAL PROCEDURES

These Official Rules shall be governed by the laws of the State of California. You agree that any disputes will be resolved in the courts of San Francisco County, California, and you waive any right to a class action.

20. TERMS OF SERVICE

As a condition of participation, you agree to abide by Sponsor's [Terms of Service](https://policy.pinterest.com/en/terms-of-service) (<https://policy.pinterest.com/en/terms-of-service>).

21. WINNERS' LIST

To request a list of winners, send an email to pinterest-creators-amers@pinterest.com or mail a self-addressed, stamped envelope to: Pinterest Beauty Challenge Winners List, 651 Brannan Street, San Francisco, CA 94103, USA before May 11, 2026. (Residents of Vermont may omit return postage). You must send your request by November 5, 2026. The Winners List will be available after all winners have been verified and prizes have been awarded.