

Pandora A/S

Official Rules for Mother's Day Instagram Reels Challenge

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND DOES NOT INCREASE YOUR CHANCE OF WINNING.

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, INSTAGRAM.

1. BINDING AGREEMENT. BY ENTERING INTO THE MOTHER'S DAY INSTAGRAM REELS CHALLENGE ("Promotion") OUTLINED BELOW, YOU ARE ENTERING INTO AN ELECTRONIC CONTRACT WITH PANDORA AND ARE BOUND BY THESE OFFICIAL RULES GOVERNING THE PROMOTION. THEREFORE, PLEASE READ THESE OFFICIAL RULES CAREFULLY BEFORE PROCEEDING. Pandora encourages you to make a copy of these Official Rules for your records.

2. PANDORA. The Promotion is made available to you by Pandora A/S ("Pandora", "we") located at Havneholmen 17-19, 1561 Copenhagen V, Denmark

3. DURATION. The Promotion begins on 15 April 2021 and ends on 9 May 2021 ("Term").

4. ELIGIBILITY. The Promotion is open only to persons who have reached the age of majority in their state or country of residence, with a minimum age of 18 years as of the date of entry. The Promotion is subject to all applicable laws and regulations and is void where prohibited or restricted by law. Employees of Pandora or any of its affiliates, distributors or dealers, its promotion agencies, or members of their immediate families, or persons living in same household, are not eligible to enter or win.

5. ENTRY. Entries must be submitted by using the Reels functionality on Instagram during the Term. To enter, you must create a Reels on Instagram where you recreate a moment with your mother or a person close to you and hashtag it "#PandoraMemoryChallenge" and tag

@theofficialpandora (“Promotion Entry”). Remember to hashtag your Reels before uploading it. It is a requirement that your profile is public to ensure Pandora can view your Reels. No entries may be submitted on behalf of another person. The entry must comply with the rules of Eligibility (section 4) and the official terms of use of Instagram (which can be found here: <http://instagram.com/about/legal/terms/>). The use of automatic or robotic entry devices is prohibited. Entries will not be returned or acknowledged. Pandora reserves the right to verify the authenticity and accuracy of all information provided through the #PandoraMemoryChallenge hashtag.

7. WINNER SELECTION. The Competition is a game of chance. A judging panel consisting of two Pandora employees will select three winners based on a lucky draw. The three winners will be picked on 10 May 2021. The winners will be notified directly through Instagram Direct Messaging on 10 May 2021 and the winners will be announced before the end of May 2021 on Pandora’s global Instagram account: @theofficialpandora. The prizes will be sent directly to the winners by post provided that the winners have provided Pandora with the information necessary to ship the prizes (see section 10). Any prize awarded may be forfeited if a prize winner fails to comply with these Official Rules. In the event of prize forfeiture by a prize winner, Pandora will not select an alternative prize winner.

8. PRIZES The three winners receive a jewellery giftset for themselves and their mother or person close to them. Prizes are non-transferable, may not be substituted by the prize winner, and are not redeemable for cash. All taxes, fees, duties, surcharges, if any, associated with the redemption of the prize are the responsibility of the prize winner. Pandora reserves the right to substitute a prize of equal or greater value for any reason.

9. PERMISSION TO USE NAME/ LIKENESS. If you are a prize winner, by submitting a Promotion Entry, you grant permission to have your Instagram account name and Promotion Entry used by Pandora by reposting your Promotion Entry in a new Instagram post and/or story, announcing and crediting you, as a winner, by using your Instagram account name on the Pandora’s social media channels such as Instagram and Facebook. Pandora reserves the right but may choose not to do so.

9. PRIVACY. Pandora respects your privacy. Your personal data will not be collected by Pandora as part of this Promotion, except if you are one of the winners.

Should you be one of the three winners, Pandora will contact you through Instagram Direct Messaging and ask for your name and address in order to send you the prize.

- **Purpose of collection and data collected:** Your name and address will only be collected and processed by Pandora for the purpose of sending the prize and ensuring it reaches you safely.
- **Retention:** When the prize has been received by you, Pandora will delete any records of your name and address.
- **Controller and legal basis:** For the purpose of this processing of your personal data, Pandora is the data controller and Pandora will be processing the personal data in accordance with these Official Rules (GDPR art. 6 (1)(b)).
- **Sharing of your data:** To be able to make sure you receive your prize, we will share your name and address with a postal carrier. The carrier acts as an independent data controller.
- **Your rights:** when we process your personal data, you have certain rights as a data subject such as right to access, rectification, erasure, restriction, data portability and the right to object. Note that not all of these rights are enforceable in this specific case. You also have the right to lodge a complaint with a data protection authority. If you want to read more about these rights, visit section 7 in our Privacy Policy here:
<https://uk.pandora.net/en/privacy-policy/privacy-policy.html>

10. INTELLECTUAL PROPERTY RIGHTS. By submitting your Promotion Entry you irrevocably assigns to Pandora without payment of any consideration of royalty any and all intellectual property rights, including but not limited to any copyright, in any entry submitted by the participant for Pandora to hold in its own right. Pandora may use or not use, for any purpose, on any media, in whole or in part, in its original or amended form any entry submitted by the participant.

11. DISCLAIMERS. Pandora assumes no responsibility and is not liable for entries that are late, delayed, misdirected, illegible, or incomplete, and Pandora assumes no responsibility and is not

liable for system errors and failures, mechanical equipment malfunctions, viruses, hacker attacks, faulty transmissions, or other telecommunications malfunctions. Proof of transmissions does not constitute proof of entry. By entering the Promotion, you agree to be bound by these Official Rules and the decisions of Pandora. THE PRIZES WILL BE AWARDED AS IS AND PANDORA DISCLAIMS ANY REPRESENTATIONS OR WARRANTIES OF ANY KIND REGARDING THE PRIZES.

12. RIGHT TO CANCEL OR TERMINATE. If, for any reason, the Promotion is not capable of running as planned, including because of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, corruption, hacker attacks, faulty transmissions, force majeure, or any other cause beyond the control of Pandora which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, Pandora reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion. If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

14. RELEASE OF LIABILITY. Each participant, by entering the Promotion, and the winners, by accepting any prize, release Instagram, Pandora and Pandora's affiliates, distributors and dealers, and their agencies, directors, officers, agents and employees from any and all liability, claims or actions of any kind whatsoever for any damage, loss or injury (excluding death or personal injury caused by negligence) resulting from or arising out of participation in the Promotion, and, as to the winners, the acceptance, use, misuse, possession, loss or misdirection of the prizes.

15. CONDUCT. By participating, you agree to comply with and be bound by these Official Rules. Failure to comply with these Official Rules may result in disqualification or ineligibility to receive a prize. You further agree to comply with and be bound by decisions of Pandora, which shall be final in all respects. Pandora reserves the right at its sole reasonable discretion to disqualify any individual it finds to be: (a) tampering or attempting to tamper with the operation of the Promotion and/or the Promotion Page; (b) violating these Official Rules; (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

17. GOVERNING LAW AND VENUE. The Promotion is governed by the laws of Denmark, excluding its choice of law provisions. By entering the Promotion participants consent to the jurisdiction and venue of the local court in Copenhagen, Denmark (The City Court of Copenhagen) for the resolution of any disputes.

By submitting a Reels with the hashtag #PandoraMemoryChallenge and tagging @theofficialpandora on Instagram you agree to do business with Pandora electronically and agree that your act of submitting your Promotion Entry is a binding form of your electronic signature, which you agree binds you to these Official Rules.