

# REDKEN

5TH AVENUE NYC

## RELEASE AND CONSENT FORM PHOTOS, VIDEOS and QUOTES

I, \_\_\_\_\_ (full name)

of \_\_\_\_\_ (address)

In return for the benefits and exposure that I will receive by being involved in Redken Gloss Boss Awards, a competition organised by L'Oréal (UK) Limited acting through its brand Redken (**L'Oréal**), I:

1. authorise L'Oréal, to take/use photographs of and/or videos of and/or quotes made by me captured by L'Oréal during any stage of the Redken Gloss Boss competition (including but not limited to, before, during and after any of the competition events and including any events or photoshoot(s) organised separately in relation to the Redken Gloss Boss competition) (**Content**) and to use, store, reproduce and communicate the Content, together with my identity profile (i.e. name, city, photo, biography, age, signature), for the purpose of promoting the L'Oréal Colour Trophy including but not limited to on: (i) any advertising, PR or marketing material (whether print, POS, media or online); (ii) educational material; (iii) L'Oréal internal material; (iv) L'Oréal or third party retailer websites; and (v) social channels (including Facebook, Instagram, X (formerly known as Twitter), YouTube, Snapchat, TikTok or similar);
2. confirm that I am over 18 years old and any quotes provided by me are truthful and accurate and are my original quotes;
3. understand and agree that L'Oréal may use the Content worldwide in perpetuity and that I will not be compensated or paid for by L'Oreal for either taking part in the competition or any L'Oreal's use of the Content at any time;
4. agree and acknowledge that all intellectual property rights in the Content pursuant to the Copyright, Design and Patents Act 1988 will be owned fully by L'Oréal, and will do anything necessary to assign any rights that I may have in the Content to L'Oréal and (to the extent possible) waive any moral rights that I may have in the Content;
5. agree and acknowledge that L'Oréal retains absolute discretion in its use or non-use the Content, and may crop, edit, amend or otherwise digitally alter the Content, or combine the Content with any other content; and
6. agree and acknowledge that this agreement is governed by the law of England and Wales and submit to the exclusive jurisdiction of the courts of England and Wales.

By signing this form, I irrevocably agree and consent to all uses of any videos, photos or quotes as described in this document.

**Participant Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

L'Oréal will use your personal data and any Content for the purposes listed above, including to contact you about Content if required. We may share your information and Content with trusted third parties acting on our behalf, and with other L'Oréal Group companies. This may involve data transfers outside the European Economic Area. If you would like to know more about how we collect, use and protect your data, including your rights over your personal data, please see our Model and Event Attendee Privacy Policy at <https://bit.ly/ModelandEventAttendeePrivacyPolicy>, contact us at [MyPersonalDataUKI@loreal.com](mailto:MyPersonalDataUKI@loreal.com), or write to us at Data Protection Officer, L'Oréal (U.K.) Limited, Gateway Central, 187 Wood Lane, London, United Kingdom, W12 7SA.

**SIGNED for and on behalf of  
L'ORÉAL (U.K.) LIMITED**

*Shahil Shah*

\_\_\_\_\_  
**Shahil Shah**  
**Finance Director, Professional Products Division**