

Welcome to the Snapchat India Lensathon!

ABOUT

Snapchat India Lensathon (“**Hackathon**”) is organised by **Snap Camera India Pvt. Ltd.** (“**Organizer**”) and administered by **Skillenza** (“**Administrator**”). The “**Registration Period**” begins at 02:00 PM Indian Standard Time (“IST”) on 09/05/2020 and ends at 11:55 PM IST on 06/06/2020. The time period beginning with the Registration Period and ending with the potential winner announcement on or around the finishing date is the “Hackathon Period”.

To enter the Hackathon, individuals must first register on Skillenza Platform. This is an individual event and not a team event. Individual participants have to build Snap Lenses and submit the Lenses via Snap’s Lens Studio, and then submit the LensID and Snapcode link on Skillenza for evaluation. Participants can build multiple Lenses during the Hackathon as there are no limitations on the number of submissions, but only the last 5 submissions will be evaluated by Snap’s judges. As set forth in more detail below, the Lens must be built on Snap Lens Studio only.

ELIGIBILITY

Eligibility to participate in this Hackathon is subject to the following conditions:

- Only people who are, as of the date of entry, (i) a legal resident of India, (ii) currently residing in India, and (iii) at least Sixteen (16) years old are eligible to participate in this Hackathon and receive prizes.
- In case a participant is not Eighteen (18) years old, then such person may participate only after obtaining the consent of their parent / legal guardian / or such other person legally authorised to provide consent on behalf of the participant. Under no circumstance will the Organizer or Administrator be responsible in any manner whatsoever for participation by a minor without the minor obtaining the consent of their parent/ legal guardian/ or other person legally authorised to provide consent on their behalf. The Administrator may conduct tests or verifications to verify the age of the participant, and the participant will fully cooperate in providing the Administrator with such details or information as required to verify their age, including the details / information of the parent / legal guardian. However, under any and all circumstances, neither the Organizer nor the

Administrator shall be responsible for the results of these tests or verification. In the event that a participant is discovered to have violated, or attempted to violate this section, such participant shall be deemed disqualified, automatically, and the Organizer and Administrator shall not be liable in any manner whatsoever for any acts, omissions, or consequences arising out of the participation or disqualification.

- Employees, officers, directors, members, managers, agents, and representatives of Organizer, Administrator, or any other entities participating in the planning and execution of this Hackathon, and any family member or member of the same household (whether or not related) of any such persons are not eligible to participate in this Hackathon. For purposes of this Hackathon, the term “family member” is defined as any spouse, partner, parent, legal guardian, child, sibling, grandparent, grandchild, or in-law. If you are a government official, you may only enter the Contest in your personal capacity. "Government officials" include any government employee; candidate for public office; and employee of government-owned or government-controlled companies, public international organizations, and political parties.
- Participants must not be under any legal or contractual obligation that would prohibit their participation in this Hackathon. If participating in this Hackathon would result in a violation by the Participant of any law applicable to his/her or any agreement to which he/she is a party, such a Participant is ineligible.

A Participant’s Submission during the hackathon, and any other text, video, images, or other content that a Participant submits to Organizer and Administrator as part of this Hackathon is referred to collectively as the Participant’s “**Participant Content**”. All Participant Content submitted in this Hackathon must comply fully with the following Terms below:-

- Participant Content must be submitted and received by the Administrator during the Submission Periods. All Participants must stick to the timelines and deadlines. These deadlines may be modified by the Organizer or Administrator, in their sole discretion, later on during the Hackathon Phase.
- For purposes of this Hackathon, only complete Entries that are actually received by Organizer and Administrator through the Skillenza Website in the Lens Submission stage and during the Submission Period will be considered.
- Those who do not abide by these Terms and the instructions of Organizer and Administrator or do not provide all required Participant Content may, in Organizer and or Administrator’s discretion, be disqualified.

- Entries (or participation that does not qualify as an “Entry”) that are incomplete, lost, late, misdirected, mutilated, fraudulent, illegitimate, incomprehensible, garbled, or generated by a macro, bot, or other automated means will not be accepted and will be void.

INAPPROPRIATE CONTENT

Skillenza holds the right to remove or block Content/User that Skillenza or the Organizer deem unfit for one or many of the reasons below:-

- In violation of the Skillenza Terms and Conditions
- Illegal Content or activity
- Creation of offensive Lenses in terms of gender, caste or religion.
- Uploading or using pornographic, intimidating, humiliating, repugnant, racial, sexist or ethical abuse, or otherwise inappropriate Content on Skillenza or Snap Lens Studio.
- Posting or Sharing pornographic, intimidating, humiliating, repugnant, racial, sexist or ethical abuse, or otherwise inappropriate Content on the Discussion forum or Chat room.
- Breaching of any signed Contract with Skillenza and/or the Organizer.
- Uploading copyrighted or plagiarised material as your own, without having the right to share.
- Impersonation of name, gender, age or wrongful declaration of self-information.
- Pretending to be affiliated with an organization with which you are not affiliated or misrepresenting the extent of your affiliated or role with an affiliated organization or the source, identity or Content transmitted.

Skillenza, at its discretion, also possesses the right to revoke access of the user who is found guilty of the above. Skillenza and the Organizer also have the right to disqualify the user who is found guilty of the above.

DISAGREEMENT

A “**Skillenza User**” is a user who has registered on Skillenza with his/her consent. You and only you take full ownership for all the communication and interaction you have with fellow Skillenza users. If you have conflict with a fellow Skillenza user over the discussion forum or over the chat platform, you can report the user to Skillenza at support@skillenza.com. Skillenza will investigate and the decision will be final.

You irrevocably and perpetually release Skillenza, the Organizer (and Skillenza's and the Organizer's officers, directors, agents, subsidiaries, contractors, joint ventures, and employees) from claims, demands and damages (actual and consequential) of every kind and nature, known and unknown, arising out of or in any way connected with such disputes.

PLAGIARISM

Plagiarism of any kind is strictly prohibited. You are required to provide Lenses that are innovative, creative and original, and that you can claim to be yours. Any Lens that has been copied directly from another source will be disqualified on the spot. Your Lenses must be produced during the Hackathon phase.

JUDGING CRITERIA

- Top 5 winners selected based on Engagement (Lens views), Technicality, Originality and Creativity, Other 2 categories : Most popular Lens (Rank 1 by Lens Views) and most creative Lens (Rank 1 by Creativity).
- Equal weightage will be given to all the four parameters i.e. 25% weightage on Engagement (Lens views), 25% on Technicality, 25% on Originality and 25% on Creativity
- Solutions will be ranked in order of highest to lowest scores. Participants agree and understand that the total number of winners and the runners-up may be changed, depending on the evaluation result, at the sole discretion of the organizer or the Administrator.
- The Hackathon winners will be chosen from the Participants by a panel of judges elected by the Organizer.
- The judges' decisions are final, binding and uncontestable. The decision of the Organizer will be final and binding under all circumstances.

RESULTS

1. The results will be announced on the Skillenza hackathon web page
2. The results will be emailed to each participant via the registered email address, on Skillenza, within 20 working days from the last date of submissions.

3. The participants will be judged by a panel consisting of judges from the organizer in accordance with the “Judging Criteria” described in detail above.
4. Organizer has the sole discretion to not declare the winner in a certain Prize category.

PRIZES

PRIZE MONEY (total Rs 350k)	
1st place	₹ 100,000 + spectacles + swag bag
2nd place	₹ 70,000 + spectacles + swag bag
3rd place	₹ 50,000 + spectacles + swag bag
4th place	₹ 20,000 + swag bag
5th place	₹ 10,000 + swag bag
Most Popular Lens	₹ 50,000 + swag bag
Most Creative Lens	₹ 50,000 + swag bag

(Table 1)

- Each winning individual will be awarded their prize as detailed in Table 1 above after the declaration of the results.
- The cash prizes will be transferred by wire transfer to the accounts of the winning entry and each of the Runners-up respectively, within 60 working days on best effort basis after the result declaration.
- Due to Covid-19, the Swag bags and spectacles will be delivered when the condition in India normalises.
- The prize amount is considered to be taxable income. Each recipient of prize money will be required to complete and submit necessary tax related information and documentation.
- The winner and each of the runners-up must submit to the Company and Skillenza documents necessary to verify their identity and receive the prizes.
- In case of the inability or reluctance to accept the Prize money by the Winner or Runners-up for any reason, the Organizer or the Administrator will not be held responsible.
- If Winner or Runners-up have shared the incorrect information about the Bank account details, and they don't receive the Prize Money, the organizer or the Administrator will not be held responsible.

- Skillenza or the Organizer will not entertain any transfers, prize substitutions, or cash redemptions will be made, except at Organizer's sole discretion.
- Organizer reserves the right to substitute any stated prize or any component thereof with another prize or component of equal or greater value for any reason. Organizer has no obligation to award more than the stated prizes.
- Organizer, in its sole discretion, may elect to award additional prizes to selected Participants, without any obligation.

PUBLICITY GRANT

Each participant, by participating, except where legally prohibited, grants permission for Snap Camera India Pvt. Ltd. and its designees to use his/her name, user name, address (city and state), photograph (including, without limitation, profile photo), voice and/or other likeness and prize information (if applicable), for advertising, trade and promotional purposes, in any manner, in any and all media now known or hereafter discovered, worldwide in perpetuity, without further compensation or notification to, or permission from, participant.

GENERAL CONDITIONS

By participating, each entrant agrees to release, discharge and hold harmless the Organizer, and Administrator, and their parent, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Hackathon or any Hackathon-related activity or the acceptance, possession, use or misuse of any awarded prize.

Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered or garbled points or activities; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software

malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Hackathon, including, without limitation, errors or difficulties which may occur in connection with the administration of the Hackathon, the tabulation of points, the functionality of the Lens Studio or Skillenza apps or the leaderboard, the announcement of the prizes, or in any Hackathon-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Hackathon. Released Parties are not responsible for injury or damage to any person's device related to or resulting from participating in this Hackathon or downloading materials from or use of the app. Persons who tamper with or abuse any aspect of the Hackathon or application, who act in an unsportsmanlike or disruptive manner or who are in violation of these rules, as solely determined by the Organizer, will be disqualified and all associated points will be void. Should any portion of the Hackathon be, in Organizer's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of Organizer, corrupt or impair the administration, security, fairness or proper play, Organizer reserves the right at its sole discretion to suspend, modify or terminate the Hackathon and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect points earned prior to action taken using the winner determination procedure outlined above. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE LENS STUDIO OR SKILLENZA OR UNDERMINE THE LEGITIMATE OPERATION OF THE HACKATHON MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, Snap Camera India Pvt. Ltd. RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.