

COMPETITION RULES "AceCut"

1. **Name of the competition:** "AceCut" (hereinafter referred to as "Competition")

2. **Provider of the competition:** SE Trishin A.V., TIN 770305420081, OGRN 314774602401123, registered at: 123423, Moscow, 7 Narodnogo Opolchenia, corp. 3, ap. 10, postal address: 105066, Moscow, 35 Nizhnyaya Krasnoselskaya, corp. 64, tel: (495) 983-35-42, (hereinafter referred to as "Provider").

3. Description of the competition

3.1. The competition is conducted based on rules of the public competition as per the legislation of the Russian Federation.

3.2. The competition is intended to support creative self-expression and development of the creative skills of the participants.

3.3. Legally competent citizens of any country, over 18 years old, who provide consumers with hairdressing services on a constant basis (hairdressers, barbers, stylists), who are registered and authorized users of Instagram can participate in the competition.

The participants have a right to participate in different competition categories at the same time.

3.4. The participants are not recognized and have no right to participate:

- users, who are not followers of the official Instagram accounts <https://www.instagram.com/russianbarbercommunity/> and https://www.instagram.com/acecut_contest/;
- users, who closed access to their accounts in privacy settings at the moment of determining competition finalists;
- users who have previously published the photo of a model as an entry in a category. In this case, only the first published work is allowed to participate in the competition;
- accounts, created specifically for participation in different competitions, in which publications and reposts about draw games prevail (5 and more posts among the last 10 publications in the account);
- commercial accounts, where profile includes link with specific individual;
- the provider's employees.

The competition judges have a right to participate; however in this case votes of these judges are not taken into account when evaluating their own works.

3.5. Data on the competition provider and rules are available at: acecutcontest.com (hereinafter referred to as "Website").

3.6. The competition is not a lottery, participation is not associated with payments by the participants and is not risk-based. The participation is not obligatory.

3.7. The competition has several stages as described below (hereinafter referred to as "Competition period"):

3.7.1. 1st stage - gathering of the participants' works and selection of works for the 2nd stage:

3.7.1.1. Gathering of works is conducted since July 01, 2020 till September 30, 2020.

3.7.1.2. Selection of the participants' works for the second stage is conducted since October 01, 2020 till October 10, 2020.

3.7.2. 2nd stage - evaluation of works selected based on results of the first stage by judges:

3.7.2.1. Evaluation of the selected works by judges is conducted since October 11, 2020 till October 22, 2020.

3.7.2.2. Announcement of the finalists list based on results of judge evaluation is conducted on October 23, 2020.

3.7.3. Final:

3.7.3.1. Filling of the participation forms by the finalists and getting invitations into final is conducted since October 24, 2020 till October 31, 2020.

3.7.3.2. Conduction of the final ceremony of announcing and awarding of the winners will be conducted on November 05, 2020.

3.8. Competition categories and hashtags for each category:

- 3.8.1. Mobile Shot #acecut2020_mobileshot
- 3.8.2. Cut&Color #acecut2020_cutandcolor
- 3.8.3. Perfect Shot #acecut2020_perfectshot
- 3.8.4. Ace Collection #acecut2020_acecollection

4. Conditions of participation in the competition

4.1. To participate in the competition the participant shall meet the following conditions during the period of the competition:

- independently (or within the team of participants, if allowed by the conditions of the corresponding category) complete work in area of hairdressing art corresponding to the selected category and make its photo;
- publish work's photo in Instagram account of the participant; number of competition works from one participant is not limited; each work is registered separately (for competition Ace Collection works (photos) carousel is registered).
- add hashtag of the category, in which the participants want to participate, to the description to each publication of work's photo. The photos shall have watermark of the competition, which the participants can download from acecutcontest.com.

4.2. Works photos shall be published during the period of gathering works (the first stage of the competition) as per point 3.7.1.1 of these rules.

Content of the work's photo is determined by the participant him/herself taking into account requirements and conditions set by the rules.

Use of old works photos (including previously published by the participant) is allowed, if they meet requirements of the corresponding category of the competition.

4.3. Each publication of the participant, which meet requirements set by these rules, is competition publication. The participants fulfilled actions stated in p. 4.1 of these rules acknowledge that they are informed and accept these rules.

4.4. The provider doesn't recognize the following as competition publications:

- 4.4.1. Publications posted by persons, who fail to meet requirements of point 3.3 of these rules.
- 4.4.2. Publications, which don't meet requirements and conditions set by these rules.
- 4.4.3. Photos with content of erotic content, images not meeting generally established rules of morality and ethics as well as those containing coarse language.
- 4.4.4. Photos of poor quality (with image not allowing determining conformity of the work to the competition's conditions).
- 4.4.5. Photos violating the valid legislation of the Russian Federation.

4.5. The provider reserves the right to withdraw a request to participate in the competition and not to take the published work's photo into account for purposes of the competition in the following cases:

- 4.5.1. In case of determining any violation of point 4.4 of these rules by the participant.
- 4.5.2. In case of provision of false information by the participant. At this the provider has a right to request documentary evidence of the correctness of the provided information from the participant, and if the participant refuses to provide such documentary evidence within period set by the provider as well as in case of providing improper or incomplete documentary evidence, the information provided by the participant is recognized as false.

4.6. Requirements for competition work in "Mobile Shot" category:

The theme of the category: the participant of this category shall create male image expressed by the hair-cut and reproduced by photo taken using smartphone camera.

Requirements for publication:

- publication shall contain one photo and has description stating the smartphone used, hashtag #acecut2020_mobileshot and accounts @acecut_contest @russianbarbercommunity;
- work shall be caught on smartphone camera;
- work shall be demonstrated on one colored or black-and-white photo;
- work shall be represented in en face/profile or ¾; model face shall be seen on the photo;
- work can be caught in premise of open air using any background;
- only one model shall be on the photo;

- it is prohibited to use persons under 14 as models;
- model sex - male;
- photo shall contain watermark.

The judges evaluate: (1) form and purity of the hair-cut, (2) hairstyle quality, (3) photo quality, (4) appropriateness of the model's cut.

This category is evaluated by:

<i>Judges of Mobile Shot category</i>	<i>Vote percents</i>
Barbers	35%
Hairdressers	35%
Photographers	30%

4.7. Requirements for competition work in "Cut&Color" category:

The theme of the category: the participant of this category shall create male image expressed by the hair-cut along with hair dying and reproduced by photo.

Requirements for publication:

- publication shall contain one photo of one model emphasizing image along with hair-cut and hair dying, have description with accounts of the work's executors and designation of their roles, hashtag #acecut2020_cutandcolor, and accounts @acecut_contest @russianbarbercommunity;
- work shall be demonstrated on one colored photo;
- work shall be represented in single angle setting off hair-cut and color;
- work can be caught in premise of open air;
- only one model shall be on the photo;
- team work is allowed; number of the participants is not limited;
- it is prohibited to use persons under 14 as models;
- model sex - male;
- photo shall contain watermark.

The judges evaluate: (1) form and purity of the hair-cut, (2) hairstyle quality, (3) color purity, (4) dying complexity, (5) color and hair-cut combinability, (6) photo quality, (7) appropriateness of the model's image.

This category is evaluated by:

<i>Judges of Cut&Color category</i>	<i>Vote percents</i>
Barbers	25%
Colorists	25%
Photographers	25%
Hairdressers	25%

4.8. Requirements for competition work in "Perfect Shot" category:

The theme of the category: the participant of this category shall create "perfect" image according to the author's idea and reproduce it by "perfect" photo.

Requirements for publication:

- publication shall contain one photo of one model emphasizing perfectness of both photo and image, have description stating the used shooting equipment and accounts of the work's executors and designation of their roles, hashtag #acecut2020_perfectshot, and accounts @acecut_contest @russianbarbercommunity;
- work shall be demonstrated on one colored or black-and-white photo;
- full-length photo is allowed;
- only one model shall be on the photo;
- team work is allowed; number of the participants is not limited;
- it is prohibited to use persons under 14 as models;
- model's make-up is allowed;
- model sex - male;

- photo shall contain watermark.

The judges evaluate: (1) form and purity of the hair-cut, (2) hairstyle quality, (3) appropriateness of the model's image, (4) photo quality.

This category is evaluated by:

<i>Judges of Perfect Shot category</i>	<i>Vote percents</i>
Barbers	20%
Hairdressers	20%
Stylists	20%
Photographers	40%

4.9. Requirements for competition work in "Ace Collection" category:

The theme of the category: the participant of this category shall create collection expressing male style through showing-up certain creative concept by the author through shooting images both separately and in group composition.

Requirements for publication:

- publication shall contain one photo of one model, one photo of group composition emphasizing the collection concept, have description stating accounts of the collection's executors and designation of their roles, hashtags #acecut2020_acecollection, and accounts @acecutcontest @russianbarbercommunity;
- collections with three to nine works are accepted;
- for each work the following rule is applied: one image - on model; team work is allowed, number of participants is not limited;
- collection shall include several photos (one photo for each model, plus one composition photo expressing the collection's concept with all models of the collection)
- each photo shall have watermark of the competition;
- works can be demonstrated on both colored and black-and-white photos;
- full-length photo is not allowed;
- one photo shall have one model (except composition photo);
- it is prohibited to use persons under 14 as models;
- model's make-up is allowed;
- use of animals is prohibited;
- collection's models can be both men and women (at discretion of the participant); at this number of female models shall not exceed 33% of total number of collection's models.
- all photos shall contain watermark.

The judges evaluate: (1) forms and purity of the hair-cuts, (2) hairstyle quality, (3) common concept of the collection, (4) appropriateness of image of each model, (5) photo quality, (6) clothing style.

This category is evaluated by:

<i>Judges of Ace Collection category</i>	<i>Vote percents</i>
Barbers	20%
Hairdressers	20%
Make-up artists	10%
Stylists	20%
Photographers	30%

5. Determination of the winners

5.1. Upon completion of the first stage moderating judges evaluate submitted works within period hairstyle the rules and grant a participation in the second stage for not more than 25 works in each category.

5.2. Finalists in each nomination are determined by the judges of the competition in the second stage not later than October 22, 2020. Number of finalists in each category is 10.

5.3. Finalists will be determined by closed ballot of judges based on judges perception about correspondence of works photos to evaluation criteria provided for the competition category.

5.4. The provider publishes results of the second stage of the competition in the competition Instagram and Russian Barber Community Instagram.

Finalists can be additionally notified about getting into the final by publishing the finalists in comments to the competition post or sending messages in Instagram.

5.5. All finalists are invited as guests to the ceremony of announcing winners and awarding.

If the finalists is team work of several persons, all the stated persons (except models) are invited to the awarding ceremony.

5.6. To participated in the awarding ceremony the finalists shall fill form received from the provider and return it to the provider during the period since October 24, 2020 till October 31, 2020.

The finalist who failed to timely fill the form or who improperly filled it is not allowed to participate in the awarding ceremony; at this the winner in the corresponding category is determined among the rest finalists determined according to p. 5.3 of the rules.

5.7. The finalists independently and at their own expenses ensure their participation in the awarding ceremony.

The provider provides the finalists who filled the form with invitations for the ceremony. The other expenses of the finalists (flight, accommodation, etc.) are not recovered.

5.8. The first awarding ceremony will be conducted on November 05, 2020 in Moscow city at the address stated in the invitation.

5.9. The winner in each category is determined among the number of finalists in the corresponding category, who filled the form according to p. 5.6 of the rules.

Announcement of the winners (one winner in each category) will be conducted from the list of finalists invited to the awarding ceremony based on the judge bulleting composed based on results of the judges voting on the second stage.

The winner is finalists invited to the awarding ceremony, who gets the most scores.

5.10. List of winners is announced on the awarding ceremony and is published on the website upon completion of the ceremony.

6. Judges of the competition

6.1. Judges of the competition are appointed based on invitations of the arrangements committee among number of independent experts in corresponding areas - barbering, hairdressing, coloristics, photo, clothing style, make-up.

6.2. Based on the decision of the arrangements committee some judges are appointed as moderators of the first stage of the competition. Moderating judges evaluate competition works on the first stage. Based on results of such evaluation works for the second stage are determined.

6.3. Judges evaluate works of the participants according to the procedure and criteria described in these rules.

7. Procedure of works evaluation by moderating judges on the first stage

7.1. Evaluation of the works of the participants of the first stage is conducted by closed ballot of the moderating judges based on their perception about correspondence of works photos to evaluation criteria provided for the competition category.

7.2. Estimate of the moderating judge is expressed in one to ten scores by each evaluation criterion.

7.3. For each work scores received from moderating judge are summed and divided into number of evaluation criteria to determine mean arithmetic score of the moderating judge's estimate.

7.4. Scores of all moderating judges received by one work are summed and divided into number of the moderating judges evaluated work to calculate mean arithmetic score of final estimate of the work.

7.5. Final estimate of the work is fixed in the register, based on which list of works of the participants, who passed into the second stage, is determined.

7.6. Evaluation of works by the moderating judges is conducted in specific software developed for these purposes and controlled by the provider.

7.7. Data of the register with final estimate of works on the first stage are published in the website upon completion of the first stage.

8. Procedure of works evaluation by judges on the second stage

8.1. Evaluation of the works of the participants of the second stage is conducted by closed ballot of the judges based on their perception about correspondence of works photos to evaluation criteria provided for the competition category.

8.2. Works evaluation is conducted by expert teams consist of expert judges in barbering, hairdressing, coloristics, photo, clothing style, make-up.

8.3. Estimate of the judge is expressed in one to ten scores by each evaluation criterion.

8.4. For each work scores received from judge are summed and divided into number of evaluation criteria to determine mean arithmetic score of the judge's estimate.

8.5. Scores of all judges in one expert team received by one work are summed and divided into number of the judges evaluated work to calculate mean arithmetic score of expert team estimate.

8.6. Expert team estimate received by the work is multiplied into weight coefficient assigned to this expert team in the corresponding category.

8.7. Estimates of all expert teams received by the work taking into account weight coefficient are summed and final estimate of the work is determined.

8.8. Final estimate of the work is fixed in the register, based on which list of finalists and the winner in the category are determined.

8.9. Evaluation of the participants' works by the judges is conducted in specific software developed for these purposes and controlled by the provider.

8.10. If several works get the same maximum scores in the same category, such works are subject to re-evaluation by judges of this category. Re-evaluation is conducted by simple voting for the winner - each judge select one work. The work with the most votes is the winner.

8.11. Data of the register with final estimate of works on the second stage are published in the website upon awarding ceremony.

9. Prize fund of the competition

9.1. The provider awards the winner in each category with the competition's winner cup.

9.2. Winners in separate categories also receive prizes from the competition's partners, namely:

9.2.1. "Mobile Shot" category - iPhone 12.

9.2.2. "Cut&Color" category - certificate for trip into Finland for all participants (except models) of the winning team including visiting Sim Sensitive factory and excursion and entertainment program (prize is provided by sensiDO/ Sim Russia).

9.2.3. "Perfect Shot" category - professional camera.

9.2.4. "Ace Collection" category - certificate for professional shooting of the collection arranged by the Pasha Pavlov producing agency.

10. Conditions and procedure of receiving the competition's prize

10.1. Prize giving is conducted on the ceremony of awarding the first prize of the competition.

10.2. In case of impossibility to receive prize according to p. 10.1 of the rules upon publishing the competition results in the website the winner has a right to appeal to the provider with application to send the prize by the post within six months (in this case the winner bears expenses for prize sending) or to get the prize in the provider's office (information on procedure of getting prizes is available on the website).

If the winner refuses to get the prize or in case of impossibility to get it (including, but not limited to such reasons as the winner has no travelling passport or refusal of a visa) as well as in case of failure to appeal to the provider for getting the prize within period set by the rules, awarding of the prize to the winner is not conducted; at this in no case the winner has a right to request the provider to replace the prize with monetary compensation.

10.3. By participating in the competition the participant acknowledge that he/she is informed about the following: if the participant receives prize, cost of which exceeds 4000 (four thousand) RUR, according to the legislation of the Russian Federation the provide will be recognized as tax agent. Data about the

prize are subject to provision into the tax authority and the participant undertakes the liability to calculate and pay tax sums and bears risk of failure to fulfill this liability.

Receiving the prize in the case stated in par. 1 of this point is allowed upon submission of copies of the following documents by the winning participant to the provider:

- regular passport (pages 2-3 as well as pages containing data about registration at place of residence);
- certificate of registration with the tax authority (TIN assigning);
- state pension insurance certificate (SNILS).

Copies of the stated documents shall be provided not later than period of the prize awarding.

10.4. In case of failure to provide or incomplete provision of the documents and information by the winner upon expiration of a period stated in points 10.2 and 10.3 the prize is not subject to awarding and is recognized as unclaimed by the winner. In this case monetary equivalent of the prize is not awarded to the winner and replacement with the other prize is not conducted; the provider has a right to dispose the prize anytime in any manner and in its sole discretion.

12. Intellectual rights for the works photos and other guarantees

12.1. Each participant guarantees that he/she is the author of the work provided for the competition as well as has author rights for using the work's photo to the extent required for participation in the competition based on conditions set by these rules.

Each participant guarantees that using of photos of his/her work within the competition doesn't violate rights of the third parties, including author and related rights as well as right for means of personalization.

12.2. Each participant guarantees that their provided photos don't contain registered trademarks and/or other objects of the intellectual property of the third parties as well as images or arts not created by the participant his/her own.

12.3. Each participant guarantees that he/she has duly executed agreement of all models involved into creation of the work for their shooting and further use of the work's photo for participation in the competition based on conditions determined by these rules.

12.4. If the work and/or its photo is result of the team work of several persons the participant published this photo for participation in the competition based on conditions determined by these rules guarantees availability of duly executed agreement of other team members for participation in the competition.

12.5. The provider has a right to transfer the right for using the works photos and materials received from the participants due to the competition to the third parties.

12.6. The participant grants a permission to introduce changes, acronyms, delivery of illustrations, foreword, afterword, comments or other explanations into the work's photo and any other processing of the work's photo provided that such changes will not lead to corruption, perversion or otherwise changing the work's photo and materials disgracing honor, dignity or goodwill of the work's author.

12.7. In case of submission any claims and/or lawsuits against the provide by the third parties die to illegal transfer of the rights for the work's photo by the participant and/or usage of the work's photo the participant is obliged to settle such claims and/or lawsuits by his/her own, discharging the provider from the liability, including any payments in favor of such persons.

12.8. The participant bears responsibility for violation of the author and other rights of the third parties according to the valid legislation.

12.9. The participant understands and agrees that th provided materials will be published in the Internet as well as that the works photos will be provided with unlimited access for the third parties, including the Internet users, who will be able to leave comments for the materials. The provider bears no responsibility for actions of the third parties in relation to the works photos upon their publishing.

13. Other conditions of the competition

13.1. The provider bears no responsibility for:

13.1.1. Content of the works photo and their meeting requirements of the legislation, for violation of the author rights as well as possible violations of the rights of the third parties.

13.1.2. Impossibility of the participants to become familiar with the list of the competition winners published by the provided according to these rules.

13.1.3. Failure to fulfill (untimely fulfillment) of obligations provided by these rules by the participants.

13.1.4. Failure to receive the competition prize by the participant in case of its failure to be claimed or refusal.

13.2. Participating in the competition the participant acknowledges that he/she is informed and accept these rules, in particular, but not limited be the following:

13.2.1. Determination of the competition winner according to the procedure described in these rules.

13.2.2. In case of any claims against the provider from the side of the third parties due to violation of the rights of the third parties by the participant during the competition, the participant undertakes liability to settle such claims by his/her own.

13.2.3. Publishing the information about the participant as the competition finalist (in case of getting to the second stage of the competition) or the winner (in case of winning the competition) in the Internet according to section 5 of these rules.

13.2.4. Conduction of the photo- and video filming of the participants by the provider and/or the third parties by the request of the provider as well as use of the created photo-and video records with the participant without getting additional consent for such use and without paying any compensation for such use, including in mass media, including and in particular for advertising purposes, with the right to transfer the rights fo using of the stated photo- and video records with the participant to the third parties.

13.3. The provider of the competition has a right to terminate or suspend the competition in his/her own discretion according to the legislation of the Russian Federation, change these rules in his/her own discretion, including, if for any reason any aspect of the competition cannot be realized as it was planned, including reasons caused by failure of the technical means of the website as a result of malware, faults in the communication network or any other reason outside the rational control of the provider, which impacts execution, safety and proper conduction of the competition.

13.4. In case of changes of the competition conditions as well as its cancellation, suspension or termination the providers informs the participants by publishing corresponding advertisement on the website and in Instagram.

13.5. The provider doesn't reimburse or compensate losses, damages and any other expenses, which can have the participants due to participation in the competition.

14. Personal data

14.1. Processing, including collection, recording, systematization, accumulation, storage, clarification (updating, change), use, distribution (including transfer), extraction, use, transfer (distribution, provision, access), depersonalization, blocking, deleting, destruction of personal data of the competition participants are conducted according to the Federal law No. 152-ФЗ "About personal data".

14.2. By accepting the competition rules the participant grants the provider the right to conduct all the stated actions with his/her personal data.

14.3. The stated consent is granted by the participant for the competition period and five years upon its completion and can be withdrawn by the participant any time by the written notification submitted to the provider by registered mail or email at russianbarbercommunity@gmail.com.

14.4. Fact of participation in the competition supposes familiarization of the participant with these rules and his/her consent to participate in the competition according to these rules as well as the participant's consent for getting data messages via email. The participant gives consent for using his/her mobile number by both the organizer and persons attracted by him/her for sending data messages.

14.5. In case of disputable situations and/or situations not provided by these rules, the participant and the provider are governed by the valid legislation of the Russian Federation.

14.6. The provider bears no responsibility before the participants for faulty operation of the Internet network, other similar failures or illegal actions of the third parties.

14.7. The participant is considered to the competition winner only after announcing the results by the provider and provision of the corresponding validity of information about his/her own personal data and copy of the required documents to the provider. The provider is released from the liability for impossibility to award the prize to the competition winner, if the latest failed to fulfill these liability.

14.8. Having provided personal data the participant gives consent that the provider has a right to use them according to the legislation of the Russian Federation.

14.9. The participant agrees with transfer of his/her personal data provided to the provider to the third parties - the provider's counter agents (including and in cases when such transfer represents trans-bounder transfer of personal data), in cases when such transfer is required for realization of the participant's interests within execution of his/her prize in the competition provided that such transfer and further processing of personal data by the corresponding person will be conducted according to the applicable legislation of the Russian Federation.

14.10. The provider remains the right no to enter any written negotiations or other agreements with the participants, except cases provided by these rules.