

# **CONDITIONS GÉNÉRALES DU CONCOURS “CRÉEZ VOTRE COLLIER BOHÈME” – MYA—BAY**

## **Article 1 – Organizer**

The company TB STYLE, headquartered at Avenue du Hêtre 2, 4000 Liège, registered under number BE0847178204, is organizing a free contest with no purchase obligation titled "Create Your Bohemian Necklace", accessible from February 12, 2025, to March 12, 2025.

## **Article 2 – Participation**

The contest is open to any adult individual residing in Europe, except for TB STYLE employees and their families. Participation in the contest implies unreserved acceptance of these general terms and conditions.

## **Article 3 – Participation Terms**

Participants must submit an original drawing of a necklace in the Bohemian style before the deadline of March 12, 2025. The designs must be unpublished and must not infringe upon the rights of third parties (copyright, trademarks, patents, etc.). Any incomplete submission or failure to comply with these rules will result in automatic disqualification.

## **Article 4 – Winner Selection**

Two winners will be selected by an internal jury from TB STYLE based on artistic criteria, originality, and technical feasibility. The jury's decision is final and cannot be contested.

## **Article 5 – Prize**

Each of the two winners will receive:

- 10 copies of their necklace, with a total value of €850.
- Production and commercialization of their creation on the MYA—BAY website and in-store.

## **Article 6 – Transfer of Intellectual Property Rights**

By submitting their design, participants expressly and irrevocably transfer to TB STYLE, on an exclusive and free basis, all intellectual property rights related to their design, including:

- The right to exploit, reproduce, modify, adapt, and commercialize the design in any form and on any medium (physical or digital), without limitation of duration or territory.
- The right to integrate the creation into any collection, exploit it directly or through third parties, without the participant being entitled to any remuneration, royalty, or financial compensation other than the aforementioned prize.

Participants guarantee that they are the sole owners of the rights to their creation and release TB STYLE from any liability in the event of third-party claims.

#### Article 7 – Communication and Promotion

The winners agree that TB STYLE may use their name, image, and creation for promotional purposes, without financial compensation, including on its social media, website, and advertising materials.

#### Article 8 – Responsibilities

TB STYLE reserves the right to cancel, suspend, or modify the contest in the event of force majeure or fraud. TB STYLE shall not be held responsible for any technical issues, loss, or alteration of submissions.

#### Article 9 – Acceptance of the Rules

Participation in the contest implies full and unconditional acceptance of these general terms and conditions. Any dispute will be submitted to the competent courts of Liège, Belgium.

#### Article 10 – Personal Data Protection

The information collected within the contest framework is used solely for contest management and will not be shared with third parties without consent. In accordance with applicable legislation, participants have the right to access, rectify, and delete their personal data. données personnelles en écrivant à [lara@mya-bay.com](mailto:lara@mya-bay.com).