

PicsArt AI Hackathon Rules

1. General Provisions

1.1. These PicsArt AI Hackathon Rules (hereinafter referred to as the Rules) govern the organization and conduct of PicsArt AI Hackathon (hereinafter referred to as the Competition).

1.2. The Competition Organizer is PicsArt (hereinafter referred to as the Organizer). Legal address: PicsArt, Inc., Attn: Legal, 211 Sutter St., 3rd Floor, San Francisco, CA 94208

1.3. Information support of the Competition is provided at picsart.ai (hereinafter referred to as the Competition Website).

1.4. The Competition is held on the territory of the Russian Federation on the Competition Website.

1.5. The Organizer informs about the Competition in the following ways: by placing promotional materials about it on the Competition Website, as well as by other means chosen by the Competition Organizer.

1.6. The Organizer reserves the right to unilaterally amend the Rules until 30.11.2018. The Organizer shall send a notice to all participants of a change in the terms, with the obligatory publication of such changes on the Competition Website. In case of disagreement with the Rules or its updates, the Participants are obliged to refuse to use the Competition Website and to participate in the Competition.

1.7. The Competition Organizer reserves the right to engage contractors to organize the Competition.

2. Dates and Stages of the Competition

2.1. The total duration of the Competition is the period from the date of registration of these Regulations to 02.12.2018, inclusive, and includes the following periods and stages, subject to the provisions of the Competition Rules:

2.1.1. The period of registration and performance of actions online in the Competition is from 01.11.2018 to 25.11.2018, inclusive.

2.1.1.1. The qualifying (correspondence) stage of the Competition is the period of downloading solutions for the selected scenario from 01.11.2018 to 25.11.2018 until 11:59 p.m. (Moscow time).

2.1.1.2. The period for determining the list of Participants or Teams of Participants admitted to the final (onsite stage of the Competition), based on all the data downloaded by the Participants or a Team and its record on the Competition Website 26.11.2018 to 28.11.2018 until 12:00 p.m. (Moscow time).

2.1.2. The period of informing the participants in the final (onsite stage) of the Competition is from 26.11.2018 to 28.11.2018, inclusive.

2.1.3. The final (onsite stage) of the Competition is the period of creating minimally functioning solutions and submitting them for evaluation to the Competition Organizer from 30.11.2018 to 02.12.2018, inclusive

2.1.3. The Competition Winners will be announced not later than on 02.12.2018.

3. Subjects of Tasks for Creating Products in Terms of the Competition

3.1. Smart filters - to improve image quality

3.2. Viral effect - wow-filters and unexpected image changes

3.3. Animation - image animation solutions

3.4. Video - tools and filters for video editing

3.5. Text - filters for adding text to images

3.6. Beautification - effects beautifying objects and faces

3.7. Collages - solutions for creating collages from images

3.8. Slideshow - solutions for creating slide shows

3.9. Ready-made templates - integrated tools for image processing

3.10. Image Coloring - Coloring solutions

4. Terms of participation in the qualifying (correspondence) stage of the Competition

4.1. A competitor is a legally capable individual aged eighteen or older, who has agreed to the Rules and solved the task (hereinafter referred to as the Competition Task) in one of the two proposed scenarios in accordance with the requirements of the Rules (hereinafter, the Participant).

4.2. Upon registration on the Competition Website and gaining access to their personal account, the Competition Participants may create groups to jointly complete the Competition Task, forming a Team of Participants. A Team of Participants is a group of Participants acting on their own behalf, perform the Competition Task as a single participant in accordance with the requirements of the Competition Rules.

4.3. The number of Participants in a Team may not exceed 2 (two) Participants at the qualifying (correspondence) stage.

4.4. The composition of Participants is formed and fixed through the Participant's personal account functionality. Leaving the Team of Participants and / or switching of the Member to another Team of Participants during participation in the Competition is allowed only with the Organizer's consent.

4.5. The Organizer's Affiliated persons and other persons directly or indirectly associated with the organization of the Competition, including employees of PicsArt and its affiliates, are not allowed to participate in the Competition. PicsArt employees may be allowed to out-of-competition participation (with no purpose and no possibility of receiving the Prize and any other rewards) in performing the Competition Task. PicsArt employees who are allowed to solve the Competition Task may not enter the Teams of Participants or interact in any other way with the Competition Participants.

4.6. Each Participant is obliged in the period from 01.01.2018 to 25.11.2018, inclusive, to register, read and accept the Rules (by ticking the consent to accept the terms of the Rules in the relevant web form) and accomplish the Competition Task.

4.6.1. Scenario 1

The Competition Task under Scenario 1 is to build an algorithm implementing semantic segmentation of pictures using the data provided by the Organizer: separation of a person from the background in the pictures.

Participants and / or Teams of Participants may post solutions to the Competition Tasks on the Competition Website only from c 01.11.2018 to 25.11.201 to 11:59 p.m. (Moscow time).

From 01.11.2018 to 25.11.2018 until 11:59 p.m. (Moscow time), the Participant or the Team of Participants participating in Scenario 1 must select two final solutions from all previously uploaded to the Competition Website and record them on the Competition Website.

In the Competition Task, the quality of the proposed solutions is calculated automatically based on the quality metric selected for the task. Metric descriptions can be found on the Competition Website (see the Metric section).

According to the Competition Task, the rating of the Participants is compiled on the Competition Website. The rating of the Competition Participants is determined automatically based on the value of the quality metric selected for the task, obtained by the Participants based on the results of solving the Competition Task.

Based on the results of the final assessment, the better of the two solutions of each Participant or Team of Participants will be indicated in the final rating.

During each one day, from 01.11.2018 to November 25.11.2018, the Participant and / or the Team of Participants may offer not more than (five) 5 solutions to the task.

After 11:59 p.m. (Moscow time) on 26.11.2018, Top-50 of the Rating will be invited by the Competition Organizer to the final (onsite stage) of the Competition.

4.6.2. Scenario 2

The Competition Task under Scenario 2 is to develop working prototypes of products for users on the subjects specified by the Organizers, listed in Clause 3 of the Competition Rules.

As part of this Scenario, the Participant shall provide a solution to the Competition Task in the form of a working prototype running on its servers, available for testing, by publishing a link to it in the form of sending the solution on the Competition Website from 01.11.2018 to 25.11.2018 until 23:59 (Moscow time).

In this nomination, the quality of the proposed solutions is determined by the Competition Commission consisting of the Organizer's representatives, as well as invited experts. Participants or Teams of Participants (not more than 50) who proposed solutions under this Competition Scenario, at the discretion of the Organizers, will be invited by the Competition Organizer to the final (onsite stage) of the Competition.

After 12:00 p.m. (Moscow time) on 26.11.2018, the selected Participants or Teams of Participants will be invited by the Competition Organizer to the final (onsite stage) of the Competition.

5. Terms of Participation in the Final (Onsite) Stage of the Competition

5.1 Participants and Teams of Participants to the final on the basis of the Rating and the Organizer's decision will have to present ideas of their solutions or minimally functioning solution versions at a special meeting of the Participants and Teams of Participants on 30.11.2018 from 4:00 p.m. to 7:00 p.m. (Moscow time)

5.2. Based on the presentation of ideas and the minimally functioning solution versions, the Participants and Teams of Participants will be asked to form new teams or retain the current team. In is necessary to report the Team name, composition of Participants, the Captain, the solution essence to the Organizers until 11:00 a.m. (Moscow time) on 01.12.2018.

5.3. A Team of Participants shall consist of 3 (three) to 6 (six) Participants.

5.4. During the final (onsite) stage of the Competition, the Team Participants are invited to start and / or complete creation of minimally functioning product prototypes on the subjects indicated in Clause 3.

5.5. The Teams must submit minimally functioning prototypes for the evaluation by the Technical Commission until 12:00 p.m. (Moscow time) on 02.12.2012

5.6. Based on the decision of the Technical Commission, 25 (twenty-five) teams will be allowed to publicly present products to the Grand Jury.

5.7. The public products presentation by the teams to the Grand Jury will take place from 5:00 p.m. to 7:00 p.m. (Moscow time) on 02.12.2012. Each team will have 5 (five) minutes to speak.

6. Summarizing the Competition Results and Rewarding

6.1. The Competition Technical Commission consists of representatives of the Competition Organizer, as well as invited experts.

6.2. The Competition Winners shall be determined and announced until 9:00 p.m. (Moscow time) on 02.12.2018 on the basis of a closed Grand Jury vote.

6.3. The Competition prize fund is formed at the expense of the Competition Organizer. Prizes are awarded to the Competition Winners at the end of the Competition, but not later than on 31.12.2018.

6.4. The Competition Winners - the Teams that fill the first five places, respectively, are awarded with the following Prizes:

\$30,000 (thirty thousand dollars) – 1st place

\$25,000 (twenty five thousand dollars) - 2nd place

\$20,000 (twenty thousand dollars) - 3rd place

\$15,000 (fifteen thousand dollars) – 4th place

\$10,000 - (ten thousand dollars) - 5th place

6.5. The Competition Organizers undertake to make 4 (four) proposals for investments of \$100,000 (one hundred thousand dollars) each to the winning teams, determined by the Jury, not later than on 31.12.2018.

6.6. The Competition winners must be present at the PicsArt AI Days event, which will take place from 30.11.2018 to 12.12.2018 at the address: Russia, Moscow, 36 Kutuzovsky Avenue, Bld. 11, Soho Family Hall

6.7. The Competition Winners are awarded Prizes by the Competition Organizer by cashless transfer of funds to the bank details of the Team Captains, not later than on 31.12.2018, with all the necessary information provided by the Team Captain.

6.8. The Competition Winners entitle the Competition Organizer to use solutions the the Competition Tasks (in particular, program code (in the form of source text and object code), algorithms and solution architecture) and materials thereto created by the Competition Winners to participate in the Competition, as well as other results of intellectual activity,

included in the solution to the Competition Task, in the following ways: reproduction (full or partial) in any form, distribution of copies in any way, processing (modification), making available to the public, public display and other ways provided for by Article 1270 of the Civil Code of the Russian Federation, without the Competition Winners retaining the right to issue licenses to other persons (exclusive license), for the entire duration of the exclusive right to the result of intellectual activity in the whole world. In accordance with Article 1060 of the Civil Code of the Russian Federation, the Competition Organizer shall have the preemptive right to conclude an agreement with the Competition Winners to use, on the terms indicated above, the results of the Competition Task (in particular, the program code, algorithms and solution architecture) and materials thereto created by the Competition Winners to participate in the competition.

6.9. The Competition Winners undertake to submit a report to the Organizer upon its request with a description of the algorithms for solving the Competition Task, as well as the source text and the reproducible code for solving the Competition Task. It is prohibited to use proprietary technologies requiring the acquisition of rights to use such technologies in solutions.

6.10. Options for solving the Competition Task proposed by the Participants and / or the Teams of Participants of the Competition are not subject to return.

7. Rights of the Participants

7.1. The Participant is entitled to:

7.1.1. Take part in the competition in the manner prescribed by the Rules.

7.1.2. In case of being recognized the Competition Winner, to require the Prize provision.

8. Responsibilities of the Participants

8.1. The Participants undertake:

8.1.1. To use picsart.ai in accordance with its purpose and solely for the purpose of participating in the Competition.

8.1.2. To solve the Competition Task independently (or as part of the Participant Team), and not to use the results of intellectual activity owned by third parties, namely, not to violate copyright and other intellectual rights when coming up with a solution to the Competition Task, in particular, when developing algorithms, writing software code in terms of the Competition. The Solution to the Competition Task must be developed individually by the Participant (or the Team of Participants), such a solution must be fully created during the Competition and must not be a development of an existing product or solution.

8.1.3. If the Team is named the Competition Winner, the Team Captain undertakes to personally provide the Organizer with the following information / documents until 10.12.2018:

- a copy of the certificate of registration with the tax authority of an individual at the place of residence (TIN) (if any);
- photocopy of an identity document;
- written consent to the terms of the Rules;
- contact phone number;
- bank details for the payment of the Prize;

If the Competition Winner fails to timely provide the specified information / documents in, the Competition Winner will lose the right to receive the Prize.

8.1.4. Not to use software that disrupts picsart.ai and picsart.com websites, other automated systems and creates the possibility of modifying the Competition results. In the event that the Organizer detects attempts to disrupt the Organizer's information system, the Participant having made such attempts is deprived of the right to participate in the Competition and receive the Prize.

8.1.5. Not to use the data, materials and information provided on picsart.ai and picsart.com websites by reproduction, processing or other means for any purpose without the Organizer's prior written permit.

8.1.6. Not to register an account on behalf of another person (a fake account), and not to act on behalf of an individual, etc., whose interests it is not authorized to represent. The Participant is required to use only reliable information and data during registration.

8.1.7. To refrain from any actions that may lead to damage to the Organizer, as well as from any actions related to the risk to life and health.

8.1.8. To comply with the law, including not disclosing any information about the Participants' projects, not transferring information about other Participants to third parties, including in order to avoid violation of the law on personal data. In case of violation of this Clause, the Participant who committed violation shall be liable on its own.

8.1.10. Not to use for personal or commercial purposes, not to publish outside the Competition, not to transfer to third parties, data and information received from the Competition Organizer, other Competition Participants, without prior consent of the Competition Organizer.

8.2. In case of violation by the Participant of its obligations under with Clauses 8.1.1 - 8.1.10 of the Rules, the Participant shall be liable in accordance with the current legislation of the Russian Federation and these Rules.

9. Responsibilities of the Organizer

9.1. The organizer undertakes:

9.1.1. To conduct the competition in the manner determined by the Rules.

9.1.2. To timely award the Competition Winners in the manner prescribed by the Rules.

10. Limitation of Responsibility

10.1. The Participant uses picsart.ai and picsart.com website on "as is" basis. The Organizer does not assume any responsibility, including for the compliance of these sites with the Participant's purposes and expectations.

10.2. The organizer shall not be liable to the Participants or any third parties for any violation of these Rules by the Participants and / or third parties.

10.3. The Participant accepts and agrees that the Organizer shall not be liable for any losses incurred by the Participant as a result of using picsart.ai and picsart.com websites or any information available on these websites.

10.4. The Participant, who believes that its rights and interests are violated due to the Organizer's actions, may send a complaint via email: lab@picsart.ai, also indicated on the Competition Website

11. Final Provisions

11.1. Registration of the Participant in the manner prescribed by Section 3 of the Rules means its unconditional acceptance of all the terms of the Competition and these Rules.

11.2. The fact of participation in the Competition shall mean that the Competition Participants agree that their names, surnames and other materials about them, pictures of the Participants taken during the awards ceremony (including photographic materials, video materials that will be created in terms of the Competition) may be used by the Competition Organizer in any way, including reproduction, distribution (on the Organizer's websites), making available to the public, processing, broadcasting and cable transmission, for advertising purposes and in order to inform about the Competition and on the results, without executing a supplementary agreement with the Competition Participants and payment of any remuneration.

11.3. The Participant agrees that the Organizer reserves the right to notify it by e-mail or by means of placing notifications on picsart.ai website both about changes in the Rules, and about changes in the operation of these websites.

11.4. By taking actions aimed at participating in this Competition, in accordance with Federal Law of the Russian Federation No. 152-FZ dated July 27, 2006 "On Personal Data", the Participant provides its consent to the Organizer for the automated and non-automated processing of its personal data, including: surname, first name, patronymic, date of birth, phone number, email address, place of work / study, country, region, city; in the event of winning the Competition, also: information on registration with the tax authority of an individual at the place of residence (if any), the identity document information, bank details, in order to ensure participation in the Competition, to provide Prizes, to inform about the conduct by the Organizer of similar activities, with the following actions: collection, recording, systematization, storage, refinement (update, change), extraction, use, depersonalization, disposal, destruction.

11.5. The consent to the processing of personal data is provided by the Competition Participant for the period necessary for holding the Competition and performing all the Organizer's responsibilities related to the Competition, but not more than for 5 (five) years after its termination.

11.6. The Participant is entitled to withdraw its consent to the processing of personal data by sending a corresponding written application to the Competition Organizer at the address specified in Clause 8.4. hereof. The withdrawal by the Participant of its consent to the processing of personal data automatically entails the withdrawal of the relevant Participant from participation in the Competition and makes it impossible to receive the Competition Prizes.

11.7. The Organizer of the Competition guarantees the processing of personal data, as well as ensuring the confidentiality and protection of personal data being processed in accordance with the requirements of Federal Law No. 152-FZ dated July 27, 2006 "On Personal Data". When processing personal data, the Competition Organizer undertakes to take the necessary legal, organizational and technical measures to protect personal data from unlawful or accidental access to them, destruction, modification, blocking, copying, submission, dissemination, as well as other illegal actions.

11.8. The provisions of the Rules are subject to the current legislation of the Russian Federation. Issues not regulated by the Rules shall be settled in accordance with the legislation of the Russian Federation.

11.9. If for one reason one or more Clauses of the Rules are invalid or unenforceable, this does not affect the validity or applicability of the remaining Clauses.

11.10 Nothing in the Rules can be understood as the establishment between the Participant and the Organizer of agency relations, partnership relations, joint venture relations, personal employment relations, or any other relationship not expressly provided for by the Rules.

11.11. All disputes and disagreements that arise in connection with the organization and conduct of the Competition are subject to settlement through negotiations and sending an official (pre-trial) claim. Disputes that are not settled through negotiations in terms of a

pre-trial settlement within 60 (sixty) calendar days from the date of receipt of the official (pre-trial) claim shall be settled in court at the location of the Organizer.