

L'ORÉAL

Professional Products

RELEASE AND CONSENT FORM PHOTOS, VIDEOS and QUOTES

I, _____ (full name)
of _____ (postcode)

In consideration of the benefits and exposure that I will obtain as a result of being involved in the advertising and/or promotion of L'Oréal (UK) Ltd acting through its brand Redken (L'Oreal), I hereby:

1. authorize L'Oréal, to take/use photographs of and/or videos of me (**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 Redken, 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) on L'Oréal or third party retailer websites and (v) on social channels (including Facebook, Instagram, Twitter, YouTube, Snapchat or similar);
2. warrant that any quotes provided by me are truthful and accurate and are my original work;
3. understand and agree that L'Oréal may use the Content worldwide in perpetuity and that I will not be provided with any form of compensation or remuneration for any 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 vest in L'Oreal, and that I will do anything necessary to assign any rights that I may have in the Content to L'Oreal and (to the extent possible) waive any moral rights in the Content;
5. agree and acknowledge that L'Oréal retains absolute discretion in relation to the use or non-use of 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 jurisdiction of the English courts.

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 provided by you for the purposes listed above, including to contact you about your 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 EEA. 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 Privacy Policy at <https://www.redken.co.uk/privacy-policy> contact us at MyPersonalDataUK1@loreal.com, or write to us at Data Protection Officer, L'Oréal (UK) Limited, 187 Wood Lane, London, W12 7SA.

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

Dated: _____