

## TERMS OF USE – SELF MADE

By accessing or using the Self Made online platform (the "**Platform**") and Self Made social media platforms ("**Self Made Social Media**"), you agree to be bound by these terms of use (the "**Terms**"). The Services is owned or controlled by DSJ Media AB, a company incorporated by the laws of Sweden ("**DSJ**", "**us**" or "**we**"). The Platform and the Self Made Social Media are collectively referred to herein as the "**Services**".

When you use our Services, you are entering into a legal agreement with us, whereby you agree to all the terms contained in these Terms. You also agree to our Privacy Policy and Cookies Policy, which you can find on the Platform.

IT IS IMPORTANT THAT YOU READ AND UNDERSTAND THESE TERMS BEFORE YOU START USING THE SERVICES. IF YOU DO NOT AGREE, PLEASE REFRAIN FROM USING THE SERVICES.

### 1. USING THE SERVICES

As a user of the Services, you are part of a network of peers. We ask that you exercise common sense and your best judgment when interacting with others, and when you are posting content to the Services.

You are solely responsible for your use of the Services and your interaction with other users. You agree that DSJ is not responsible or liable for the conduct of any user nor for any third party posting links on the Services. We reserve the right, but we have no obligation, to monitor or become involved in disputes between you and other users.

You may not post discriminatory, unlawful, infringing, violent, hateful, nude, pornographic or sexually suggestive photos or other content on the Platform and/or on Self Made's social media platforms.

You are solely responsible for your conduct and any data, text, files, information, user names, images, graphics, photos, profiles, audio and video clips, sounds, musical works, works of authorship, applications, links and other content or materials that you submit, post or display on or via the Services.

You may not change, modify, adapt or alter the Services or change, modify or alter another website so as to falsely imply that it is associated with the Services.

You must not interfere or disrupt the Services or servers or networks connected to the Services, including by transmitting any worms, viruses, spyware, malware or any other code of a destructive or disruptive nature. Furthermore, you may not manipulate or attempt to manipulate the voting systems on the Platform.

### 2. OWNERSHIP AND LICENSE

DSJ retains the ownership of any and all intellectual property rights (including but not limited to copyright, trademarks, patent and trade secrets) in and to the Services and your use of the Services does not grant you any ownership in or license to the Services or its contents. Text, illustrations, graphics, sound, animations and videos on the Platform, as well as their arrangement on the Platform, are subject to copyright and other protective legislation.

The Services allow for you to upload, submit and share information, videos and photos (collectively "**Content**"). Save as otherwise stated herein or in the Self Made Audition Agreement & Personal Release Form, you retain the ownership of any intellectual property rights that you hold in the Content.

You hereby grant to DSJ and its successors, licensees, assigns, affiliates and partners a perpetual, irrevocable, fully paid and royalty-free, sub-licensable, transferable, worldwide license to use, host, store, reproduce, modify, create derivative works, adaptations or other changes, communicate, publish, publicly perform, publicly display and distribute the Content you submit when using the Services.

Please note that for participants in the Self Made contest, other terms apply to content that is submitted as a part of such user's participation in the contest.

### **3. SERVICE AVAILABILITY**

We use commercially reasonable efforts to keep the Services available. However, the Services are provided "as is" and DSJ makes no warranties about the availability of the Services.

We reserve the right to refuse access to the Service to anyone for any reason at any time.

We may, but have no obligation to, remove, edit, block, and/or monitor Content or accounts containing Content that we determine, in our sole discretion, violates these Terms.

### **4. WARRANTIES**

You represent and warrant that: (i) you own the Content submitted by you on or through the Service or otherwise have the right to grant the rights and licenses set forth in these Terms; (ii) the submittal and use of your Content on or through the Service does not violate, misappropriate or infringe on the rights of any third party, including, without limitation, privacy rights, publicity rights, copyrights, trademark and/or other intellectual property rights; (iii) you agree to pay all royalties, fees, and any other monies owed by reason of Content you submit on or through the Service.

You hereby indemnify and hold harmless DSJ, our assignees, licensees, agents, affiliates and partners and each of their officers, directors, employees, agents and representatives (collectively the "Indemnified Parties") from any and all liabilities, claims, actions, damages, expenses (including reasonable attorney's fees) arising out of or in connection with your submission of Content to the Services or your use of the Services.

### **5. DISCLAIMER**

To the extent permitted by law, DSJ (and those that DSJ works with to provide the Services) a) disclaim all implied warranties and representations (e.g. warranties of merchantability, accuracy of data, fitness for a particular purpose, and non-infringement); b) do not guarantee that the Services will function without interruption or errors and c) provide the Service on an "as is" and "as available" basis.

### **6. LIMITATION OF LIABILITY**

To the extent permitted by law, DSJ (and those that DSJ works with to provide the Services) shall not be liable to you or others for any loss or damage (e.g. indirect, incidental, special, consequential or punitive damages, or any loss of data, opportunities, reputation, profits or revenues irrespective of how such damages or loss is incurred, resulting from your use of the Services.

In no event shall the liability of DSJ and those that DSJ works with to provide the Services) exceed, in the aggregate for all claims, an amount of SEK 1,000. This limitation of liability shall apply to all claims of liability (e.g. contract, law and tort) and even if DSJ has been informed of the possibility of any such damage.

There may be laws applicable to you which do not allow the limitation or exclusion of liability, in which case this limitation may not apply to you.

### **7. TERMINATION**

We reserve the right to modify or terminate the Services or your access to the Services for any reason, without notice, at any time, and without liability to you. If we terminate your access to the Services, your videos, comments, and all other data will no longer be accessible through your account but those materials and data may persist and appear within the Service (e.g., if your Content has been shared by others).

You may close your account and stop using the Services at any time. Your profile will not be automatically removed when you stop using the Services, but if you send an request to [support@goselfmade.com](mailto:support@goselfmade.com) we will

remove your profile. Please note that data may persist and appear within the Service (e.g., if your Content has been shared by others) even after your profile has been removed.

#### **8. THIRD PARTY SERVICE PROVIDERS**

Some parts of the Services are connected to third party service providers, such as but not limited to YouTube and Facebook ("**Third Party Service Providers**"). DSJ is not affiliated with these Third Party Service Providers and has not control over your access to and the availability of the services of such Third Party Service Providers. These Third Party Service Providers may have other terms which apply to the use of their respective services. When using the Services, you undertake to abide by the terms and conditions of these Third Party Service Providers.

#### **9. AMENDMENTS**

DSJ may amend these Terms at any time without prior notice to you. We recommend that you look at these Terms regularly. If you do not agree to the modified terms for the Services, you should discontinue your use of the Services.

#### **10. ASSIGNMENT**

You may not assign or transfer this agreement (or your Self Made account) to anyone without our consent. However, you agree that DSJ may assign this agreement without your consent.

#### **11. NOTICES**

You agree that we may provide notices to you in the following ways: (1) a banner notice visible on the Platform; or (2) an email sent to an address you provided; or (3) through other means including mobile number, telephone or mail.

#### **12. GOVERNING LAW**

These Terms shall be exclusively governed and construed by the substantive laws of Sweden, without reference to its conflict of law principles. Any dispute, claim or controversy shall be settled by the courts of Sweden, with the District Court of Stockholm as court of first instance.