

## **COPA LIVE RULES: THE FINAL SHOWDOWN – POWERED BY THE FANS**

### **A. THE DYNAMICS AND THEIR OBJECTIVE**

The Copa Live: The Final Showdown – Powered by the Fans (the "Event") is TikTok's most ambitious creator competition to date in the Americas region. It is a one-day, high-impact, tropical-themed showdown that combines performance, community and real-time fan interaction. The best creators from across the Americas will face off through unexpected twists, LIVE battles, giveaway leaderboards, and strategic fan voting, all culminating in the crowning of three unique champions.

### **B. REGULATIONS:**

These Rules (the "Rules") provide essential information for your participation in the Event, such as the rules of entry, the dynamics that will be carried out to choose the winner, the guide on the use of the information collected, and other relevant matters. Please read it carefully!

### **C. PLACE AND DATE**

The Event will take place on August 1, 2025 in Los Cabos, Mexico.

### **D. THE PARTICIPANTS**

TikTok will invite one hundred and sixty (160) creators to be part of the Event (the "Participants"). These Participants will be from different countries in the Americas and will be defined at the Community Fest. Your permanence in the Event will depend on your participation in the dynamics of the Event and in the achievement of them throughout the day. Similarly, Participants will be subject to compliance with these Rules and any other applicable provisions within the TikTok Terms and Conditions.

By participating in the Event, you grant the following licenses to the Event:

1. You grant TikTok a worldwide, indefinite, transferable, non-exclusive, irrevocable, royalty-free, fully-paid, license to use, reproduce, fix, synchronize, perform, publicly communicate, make available, and publicly display and distribute all written and audiovisual materials related to participation in the Event (the "Materials"), for the organization, production, and promotion of the Event, including, the right to sublicense them to third parties, in order to include the Materials in any of TikTok's promotional programs, as well as on television, cable, Internet, text messages and other broadcasts, advertising and promotion in any and all available media and formats, including digital.
2. You agree that TikTok shall have the right to edit, fix, sync, adapt, copy, reproduce, and translate the Materials, and to dub or subtitle them into foreign languages, at TikTok's sole discretion.

Likewise, the Participants undertake to:

1. Participants must attend all Event activities on time in order to continue at the Event. Similarly, in order to stay within the Event, it is necessary that you pass all

the corresponding activities and that you abide by the specific instructions given for each of them.

2. All Participants shall behave in a respectful manner, avoiding any aggressive, discriminatory, harassing, or intimidating behavior, as well as any conduct that may put the safety of others at risk, or that violates TikTok's applicable terms and conditions.
3. Participants agree to be part of the Event and any activities prepared during the Event at their own risk and release TikTok from any liability for injury or damage.
4. Participants acknowledge and agree that they will follow all rules and regulations of the Event venue.
5. Participants are responsible for their own safety and health during the Event. In addition, they agree to notify TikTok of any health issues or emergencies during the Event.
6. Participants must follow all safety instructions provided by Event staff and avoid any activity that may put their safety or the safety of others at risk.
7. Participants acknowledge and agree that the activities of the Event will be broadcast live through the official TikTok accounts.
8. Participants acknowledge and agree that TikTok reserves the right to use images and videos of the Event for promotional purposes and therefore declare to know and accept that their name, image, interpretation and voice will be used in the pieces of the Event dissemination campaign and also declare to know and accept that the Event will be filmed and broadcast to the public.
9. Participants acknowledge and agree that their image, name, interpretation and voice, provided for the dissemination of the Event or captured during it, will be used for the purposes provided herein, including the use of TikTok for commercial and advertising purposes, and may be transmitted, live or later, worldwide, through the internet, and be disseminated in any type of media, such as external media, open and closed television, the internet and digital platforms, such as, without limitation, TikTok, Instagram and the official TikTok accounts. Participants further declare that this authorization is free of potential conflicts that prevent the use of their image, name, interpretation, and voice by TikTok and authorized third parties.
10. Participants acknowledge and agree that the advertising use of their image, name, interpretation and voice sound captured during the Event may be made by TikTok for a period of 3 (three) months after the date of the Event. After this period, TikTok will be able to continue using the capture for any purpose other than advertising.
11. Participants acknowledge and accept that their image, name, interpretation and voice sound may be combined and/or associated with other images, sounds, texts and graphics, and may be altered or modified for the purpose of disseminating the Event and pieces related to it. Therefore, they waive any request for prior authorization for the disclosure of any content related to the Event.
12. Participants acknowledge and agree that they will not hold TikTok liable for any third party's use of their image, name, performance, or voice based on images captured during the Event.
13. Participants acknowledge and accept that their participation in the Event is free of charge and therefore no remuneration is due to them.
14. Participants, by participating in the Event, agree to these Rules and all terms and conditions applicable to them.

15. Participants acknowledge and agree that TikTok reserves the right to modify these Rules at any time.

Failure to comply with any of the foregoing obligations will result in the disqualification of the Participant.

#### **E. TIKTOK'S OBLIGATIONS**

1. TikTok is responsible for the planning and coordination of the Event, ensuring that all activities take place as scheduled. However, it reserves the right to modify or cancel the Event at any time if it deems it necessary.
2. TikTok will, at its discretion, provide meals to each of the Event Participants, as well as beverages during the closing party of the Event.
3. TikTok will, at its discretion and discretion, authorize some Participants to bring guests to the Event. However, the costs of accommodation, meals and transportation will be borne by the guest.
4. TikTok will not cover travel expenses from each Participant's place of origin to the Event venue, nor back, nor any travel within the Event venue for the Participants or their companion.

#### **F. EVENT ACTIVITIES**

The following is the schedule of the Event. However, this may vary at TikTok's discretion at any time:

1. Opening Experience  
Time: 10:00am – 11:00am  
Activity: Arrival experience for creators
2. Community Fest Ceremony  
Time: 11:30am – 12:30am  
Description: Recognition of the winners of the TikTok Community Fest before the start of the competition.
3. Lunch Break  
Time: 12:30pm – 1:30pm  
Description: Lunch
4. Phase 0 of the Competition: Welcome and Formation of Tribes  
Time: 1:30pm – 2:30pm  
Description: Formation of Creator Tribes.  
Elimination: 80 creators are eliminated, leaving 80.
5. Competition Phase 1: Forming Alliances and Team Challenges  
Time: 2:30pm – 4:00pm  
Description: Forming alliances with other Tribes and Team challenges.  
Elimination: 60 creators are eliminated, leaving 20.

6. Competition Phase 2: Community Ranking Comeback  
Time: 4:00pm – 4:30pm  
Description: Creator opportunity to return to the Competition.  
Addition: 10 creators are added, leaving 30
7. Competition Phase 3: The Fire of Confession  
Time: 4:30pm – 5:30pm  
Description: Creators talk to their audience to receive gifts and qualify for the next phase.  
Elimination: 22 creators are eliminated, leaving 8.
8. Competition Stage 4: The Battle Arena  
Time: 5:30pm – 6:30pm  
Description: Competition in different challenges  
Elimination: Election of the 3 official champions.
9. Closing Party  
Time: 6:30pm – 10pm  
Description: Event Closing Party

#### **G. AWARD CEREMONY**

At the end of the competition, three different champions will be crowned, each representing a different path to greatness within the LIVE Cup format.

#### **H. SUSPENSION AND TERMINATION OF THE EVENT**

TikTok reserves the right to suspend or terminate the Event in its sole discretion and there will be no compensation of any kind if the foregoing occurs.

#### **I. JURISDICTION AND GOVERNING LAW**

Under these Rules you agree that this agreement and any dispute or claim (including non-contractual disputes or claims) arising out of or relating to it or any of its terms, shall be governed by and construed in accordance with current and applicable Mexican law. Accordingly, the competent courts of the United Mexican States shall have exclusive jurisdiction to resolve any dispute or claim (including non-contractual disputes or claims) arising out of or relating to this agreement or any of its terms.

#### **J. DATA PROCESSING**

The information provided will be treated as confidential and stored securely, with strict monitoring of the information by TikTok. Only essential and necessary information will be required to carry out the corresponding activities of the Event. This information will be used by authorized personnel and participants in the project and the award in question, only for purposes related to the development of the project. TikTok will treat the information confidentially, always respecting the purpose of the exchange of information, and the

transfer or remittance of the Participants' personal data, as applicable, as well as the principles of personal data processing provided for in the applicable laws of the United Mexican States.

TikTok values the privacy of Participants and will carry out processing activities in accordance with such regulations. TikTok will keep Personal Data for as long as necessary to fulfill the purposes outlined in this Rules. TikTok will take technical and organizational measures to ensure the protection of Participants' privacy and prevent security incidents related to Personal Data.

TikTok will guarantee Participants the following:

1. Access: To be aware of the information and Personal Data about the Participant processed by TikTok by virtue of the Event.
2. Correction: Request the correction of the Personal Data provided by the Participant for participation in the Event.
3. Request to Block or Delete: Request the blocking or deletion of excessive, unnecessary or processed Personal Data in a manner not in accordance with applicable laws, in which case TikTok will carry out an analysis to verify the excess or any lack of conformity in the processing of Personal Data and, in case of confirmation of such lack of conformity, will comply with the request made. The right to delete is not absolute and TikTok will inform about its application in the specific case, a right that is subject to the provisions of the applicable local laws. The responsible and/or processor may keep them exclusively for the purposes of the responsibilities arising from their processing.
4. Deletion of Registration: Request deletion of Personal Data. In this case, some Personal Data may remain stored in order to comply with legal obligations or exercise TikTok's rights, as required by law.
5. Revocation of Consent: Revoke the consent provided for the processing of Personal Data, when the processing is carried out based on consent.
6. Portability or Remittance: Request portability or referral of Personal Data to another provider of products or services in an interoperable format, such as a text file, where possible, and where necessary in order to comply with the subject matter of these Rules and any agreement or contract or legal obligation, where the Participant is a party to or has consented to such cause.
7. The Participants, as owners of personal data, or their legal representative, may request from the controller at any time access, rectification, cancellation or opposition, in relation to their respective personal data in the possession of the controller or of the person who, on the instructions of the latter in his capacity as processor, processes said personal data for the purpose of the organization, celebration and dissemination of the Event.
8. Automated Decision Review: Request a review of an exclusively automated decision that affects your interests.

## **K. OTHER CONSIDERATIONS**

1. The Participant is responsible for any and all expenses incurred in entering or participating in the Event under the provisions of section E of these Rules. You will not be reimbursed for any expenses incurred by you in participating in the Event.
2. If any of these clauses are deemed to be illegal, invalid or otherwise unenforceable, they shall be removed from these Rules and the remaining clauses shall survive and remain in full force and effect.
3. You may not assign, sell, transfer, delegate or otherwise dispose of, whether voluntarily or involuntarily, by operation of law or otherwise, these Rules or any of your rights or obligations under these Rules without our prior written consent.