HeyGen Technology Inc.
12130 Millennium Drive, Suite 300
Los Angeles, CA 90094

The HeyGen Video Contest

Official Rules

Effective 10 November 2026

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER, VOTE OR WIN. A PAID SUBSCRIPTION IS NOT REQUIRED. SUBJECT TO ELIGIBILITY AND VERIFICATION. VOID WHERE PROHIBITED.

The HeyGen Video Contest invites eligible adults to create original videos using HeyGen Video 1.0 through HeyGen MCP. Most awards are determined by the judging criteria below. Most Viral and Audience Choice are determined by verified views and votes respectively, among entries meeting the stated judging threshold. There is no random draw. By submitting an Entry, you accept these Official Rules, including the Contest Privacy Notice.

1 Sponsor and official channels

1.1 The sponsor and administrator is HeyGen Technology Inc., 12130 Millennium Drive, Suite 300, Los Angeles, California 90094, United States (HeyGen or Sponsor). Sponsor is responsible to entrants for administering the Contest and delivering the prizes promised by these Rules, including prizes supplied or funded by a partner.

1.2 Runware is identified as the presenting brand for the Category Runner-up awards. References to Contest partners mean Runware and organisations engaged by Sponsor to assist with Contest administration or promotion. Sponsor remains the sole promoter responsible to entrants for every prize; funding and service arrangements with third parties do not reduce that responsibility or require an entrant to claim against a third party.

1.3 The Contest Hub is the official Contest webpage linked from the launch announcement published by @HeyGen on X. It contains these Rules, the Entry Form, free-access instructions, the finalist voting gallery, judges' names and results. The Contest Hub will make the Entry Form, free-access instructions and these Rules available when entry opens, and the voting gallery available when voting opens. Contest enquiries, accessibility requests and requests for a winners list may be sent to support@heygen.com, with "HeyGen Video Contest" in the subject line. Content

complaints may be sent to moderation@heygen.com. Privacy enquiries may be sent to privacy@heygen.com.

1.4 This Contest is not sponsored, endorsed, administered by or associated with X Corp., OpenAI, Anthropic, Anysphere or any other agent, editor or hosting provider mentioned in these Rules. Those services have their own terms.

2 Dates and times

2.1 All times below are Pacific Standard Time, UTC-8. Sponsor's submission system is the official timekeeper; the X publication timestamp governs the start of an Entry's view-measurement window. A deadline requires receipt, not merely transmission. Each period includes its stated opening and closing times.

Schedule	Opens or occurs	Closes
Entry Period	10 November 2026 at 6:30:00 a.m.	1 December 2026 at 11:59:59 p.m.
Spotlight Period 1	10 November at 6:30:00 a.m.	12 November at 11:59:59 p.m.
Spotlight Period 2	13 November at 12:00:00 a.m.	19 November at 11:59:59 p.m.
Spotlight Period 3	20 November at 12:00:00 a.m.	24 November at 11:59:59 p.m.
Main judging	2 December 2026	3 December 2026
Finalists published	On or about 3 December 2026	Subject to initial eligibility checks
Audience voting (Voting Period)	4 December 2026 at 9:00:00 a.m.	8 December 2026 at 11:59:59 p.m.
Provisional winner notices	On or about 9 December 2026	Response due 14 calendar days after notice
Results announcement	On or about 10 December 2026	Unverified selections identified as provisional

2.2 Each Entry's Most Viral measurement window is the 72 consecutive hours beginning when its Qualifying Post is first published. The last possible window ends on 4 December 2026 at 11:59:59 p.m. A late Entry Form does not restart the window. Entries completed after 24 November remain eligible for other awards but not for a Weekly Spotlight.

2.3 Sponsor expects to confirm the main winners by 15 January 2027. If verification, a complaint or a technical investigation prevents that, Sponsor will post the reason and a revised timetable. An announcement does not dispense with verification or shorten a winner's response period. Prizes are delivered within 30 days after verification is completed, unless a shorter mandatory period applies.

3 Eligibility

3.1 The Contest is open to individuals worldwide who are at least 18 and at least the age of legal majority in their place of residence, subject to the exclusions and restrictions in this Section. Residents of, and persons physically located in, the following are excluded: Brazil; Italy; the Canadian province of Quebec; the U.S. states of Arizona, Colorado, Florida, Maryland, Nebraska, New York and North Dakota; Cuba; Iran; North Korea; Syria; Russia; Belarus; and the Crimea, Donetsk and Luhansk regions of Ukraine. These are Sponsor's territorial exclusions and do not imply that identical legal restrictions apply in each location. The Contest is also void in any jurisdiction where participation, the selection method or a prize is prohibited, or where a required approval, registration or other prerequisite has not been satisfied. An Eligible Territory is a location outside those exclusions where an individual may lawfully participate and receive a prize, and where the payment requirement in Section 3.2 can be met. Entrants must be lawfully resident in, and physically located in, an Eligible Territory when entering. Access to the website, a PayPal account or a HeyGen subscription does not establish eligibility.

3.2 Entrants must hold one HeyGen account and one public X account in good standing, use their own identity, and satisfy the account and submission requirements below. They must be able to receive a lawful USD payment into a PayPal account in their own legal name by the end of prize verification. Sponsor's PayPal Payouts service must support receipt in their territory. No paid PayPal service, payment to Sponsor or purchase from a partner is required.

3.3 Entrants must not be a person with whom Sponsor is prohibited from dealing under applicable sanctions or export-control laws. Eligibility does not extend to a person acting for a prohibited person or using a false location, nominee or circumvention method. Changes in law may prevent participation or payment even after entry; Sponsor will apply mandatory law and explain any resulting action where legally permitted.

3.4 The following are ineligible: Sponsor's and participating partners' employees, officers, directors, contractors and agents; their parent companies, subsidiaries and affiliates; agencies and advisers engaged in the Contest; judges; and anyone paid by Sponsor or a participating partner to create or promote HeyGen-related content during the 90 days preceding the Entry Period or during that period, including relevant creator-program participants and Contest ambassadors. Their spouses or partners, parents, children, siblings, those relatives' spouses or partners, and members of their households are also ineligible.

3.5 A team may collaborate, but it must designate one eligible individual as entrant of record. All substantive creative contributors must satisfy the age, territory, sanctions and conflict exclusions, and consent to the submission and licensed uses. Only the entrant of record receives a prize. The team is responsible for its own allocation arrangements. A contributor may not evade the entry or prize limits by appearing in multiple teams; every Entry materially co-created by that person counts towards that person's three-Entry limit. Ordinary stock-content licensors are not team members for this purpose.

3.6 Eligibility must continue through verification, except that no paid subscription need be maintained at any time. Sponsor may request proportionate evidence. The absence of a purchase, a cancelled subscription, or a decision not to subscribe to marketing communications is not a reason for disqualification.

4 Free access and equal participation

4.1 Entry, voting and claiming a prize are free. Eligible individuals may use the free Contest access made available through the Contest Hub to generate and export the Qualifying Clips needed for up to three Entries through HeyGen MCP. The free route must operate throughout the Entry Period without a payment card, subscription purchase, automatic renewal or chargeable trial. Free access includes the generation, retries and exports reasonably necessary to make eligible Entries; access is provided through the Contest Hub, with assistance available from support@heygen.com. An eligible entrant who cannot obtain the required free access may request it from that address during the Entry Period. Sponsor will not make a purchase a condition of providing the access needed to enter.

4.2 Entrants using existing accounts may use their existing resources, but subscription status, spending, credit purchases and referrals are not judging factors, confer no additional entries or votes and receive no preferential verification or award treatment. Free entrants compete for every prize on the same terms. No paid agent or editing plan is required; compatible free tools may be used.

4.3 Entrants supply their own ordinary internet access and equipment. Optional expenditure is at their own election and does not secure a prize. If a free-access failure attributable to Sponsor prevents an otherwise timely entry, the entrant should contact support before the deadline and retain evidence. Sponsor will provide a reasonable, equally available remedy under Section 21. It will not require payment as that remedy.

4.4 Any optional HeyGen purchase is a separate service transaction governed by its disclosed terms and applicable cancellation and refund rights. Entering or losing the Contest does not itself create a refund entitlement or remove a statutory one. Sponsor will correct any erroneous charge imposed for the free Contest route.

5 Qualifying generation and definitions

5.1 Video 1.0 means HeyGen's general-purpose video generation model identified in its systems as heygen-video-1. HeyGen MCP means the official server at mcp.heygen.com/mcp/v1/, accessed through OAuth using the entrant's HeyGen account within a compatible AI agent. A Qualifying Clip is a Video 1.0 clip generated by that account through that server during the Entry Period. Generation through the web application, a direct API key, the CLI or another server or wrapper does not qualify merely because it invokes a similarly named model.

5.2 An Entry Video is the final edited full-length video submitted for judging. A Qualifying Post is the entrant's designated public X post containing that video, or an authorised trailer and full-video link. An Entry comprises the Entry Video, Qualifying Post and completed Entry Form. The complete Entry must be received during the Entry Period.

5.3 Other AI Video Footage means moving-image content generated or materially regenerated using any video-generation model or route other than a Qualifying Clip. It includes Video 1.0 footage generated through a non-qualifying route. Such footage is prohibited, subject only to the express supplementary HeyGen-avatar exception in Section 7.3. Colour correction, ordinary upscaling, stabilisation, captioning, cutting and similar tools applied to existing footage are editing, provided they do not generate or replace substantive scenes or performances. Generative extensions, replacement performances and newly generated shots are generation, regardless of the software's label.

6 How to enter

6.1 Complete the following steps during the Entry Period: create an eligible Entry Video; publish its Qualifying Post; and submit the Entry Form through the Contest Hub. A receipt acknowledges submission only, not eligibility or an award.

6.2 Publish from your own public X account, either as an original post or as a quote-post of the official @HeyGen launch announcement. Place #HeyGenVideoContest at the beginning of the first line and tag @HeyGenMCP. Follow @HeyGenMCP when entering and until verification of your Entry is complete. No other follow, repost, purchase, positive review or endorsement is required.

6.3 If your Entry Video exceeds your X account's upload-duration limit, publish a trailer made only from the submitted full video, with a direct link in the same post to the full version on YouTube or Vimeo. That full version must be public or unlisted, accessible without payment, sign-in or a password, and identical to the master submitted. Judges assess the full video. Only the designated X post contributes to Most Viral views.

6.4 The Entry Form must include: legal name; contact and HeyGen account email; country and state, province or region of residence; age-of-majority confirmation; X handle and Qualifying Post URL; title and short description; one primary category; full master file or working download link; full-video link if using a trailer; every Qualifying Clip's video ID; any supplementary HeyGen-avatar or voice IDs; agent and editing tools used; runtime and a timeline showing qualifying material; music and other source credits and licence details; names or roles of substantive collaborators and confirmation of their permissions. Do not submit identity documents, tax forms, payment credentials or unrelated private conversations at entry.

6.5 A person may submit up to three materially different Entry Videos, using one HeyGen and one X account. Do not publish repetitive posts to increase exposure or entry numbers. Duplicate and near-duplicate versions do not count as distinct Entries. Sponsor may disregard excess Entries in the order received; deliberate multi-account evasion or copying another entrant's work may disqualify all affected Entries.

6.6 Keep the submitted video, trailer, full-video link and Qualifying Post accessible and materially unchanged until 9 February 2027. Correct an inadvertent administrative error through support; do not replace the creative work after the deadline or restart a view window. If law, safety, platform removal or a credible rights complaint requires removal, notify Sponsor promptly. A justified removal will be assessed fairly rather than treated as automatic misconduct. Sponsor may accept a preserved master for judged awards where this does not prejudice others; unavailable or unverifiable engagement cannot be credited.

7 Video requirements

7.1 There is no minimum or maximum duration. At least 70% of the final video's running time must consist of Qualifying Clips. Trimming, grading, cropping, reframing, retiming and adding captions or graphics do not by themselves remove a clip's qualifying status. The final displayed duration is used. Title cards, end cards, blank intervals and non-qualifying footage count in the total running time.

7.2 Where qualifying footage and other visual material share the frame, count only the proportion of picture area occupied by qualifying footage, multiplied by its displayed duration; overlapping qualifying clips cannot produce more than one second of credit per second of playback. Text and decorative overlays on an otherwise qualifying shot do not reduce its qualifying duration. Sponsor will review the submitted timeline and source clips consistently. A small qualifying insert cannot make an otherwise non-qualifying shot count in full.

7.3 Up to 30% may comprise original live-action footage, title cards, graphics, screen recordings, properly licensed still images and supplementary HeyGen-avatar

segments. Supplementary avatar segments must be produced using HeyGen's avatar service, disclosed with their video IDs and licensed for every intended use; they never count towards the 70%. This is the sole exception for separately generated avatar footage. Synthetic voices and music are allowed subject to Section 8 and do not contribute qualifying visual runtime. No other AI-generated moving-image footage is permitted in any amount.

7.4 The final video and its Qualifying Clips must be created during the Entry Period. The video must be the entrant's original creative work and must not have been published or entered in another contest before this Entry, except for the Qualifying Post and full-video upload made to enter this Contest. Properly licensed pre-existing music, still images and other supplementary assets may be used within the limits above. After entry, the same video may also be entered in Chroma Awards Season 2 if that competition independently permits it. HeyGen does not guarantee acceptance there; the entrant must avoid conflicting exclusivity or rights commitments.

7.5 Any language is permitted. Non-English speech or material necessary to understand the Entry must have accurate, readable English captions or subtitles. A branded closing card is optional. If included, the wording "Made with HeyGen Video 1.0 via" followed by the agent's name must be accurate. A closing card does not replace the disclosures required by Section 9.

7.6 Product Ad Entries may feature the entrant's own product or business, an invented fictional brand, or a participating partner brand expressly authorised in writing for the Contest. Fictional products and speculative demonstrations must be identified as such. No unsupported performance, safety, health, price or other objective claim may be made. An AI character must not be presented as a genuine customer or a person with real experience of the product.

8 Rights and content standards

8.1 Obtain every licence and permission needed for the Entry, reference inputs, public posting and the uses in Section 17. Permissions must cover music composition and recording, performances, likeness, voice, relevant trademarks and any third-party material. A licence limited to personal use or one platform is insufficient. A paid AI-service subscription alone does not establish that an output is cleared. Identify any attribution requirements at submission.

8.2 Real people may appear only if they are the entrant, have given documented informed consent to the relevant generation and uses, or are HeyGen stock avatars or voices used within their actual licence. The Contest does not permit depictions or imitations of public figures, politicians, celebrities or deceased persons, including recognisable lookalikes or soundalikes; anyone under 18 or appearing to be under 18; or

sexual, intimate or sexually suggestive depictions. A performer's consent must cover synthetic alteration where applicable, not merely the original recording.

8.3 Music must be original and controlled by the entrant, or licensed for the Entry and permitted onward uses. Properly licensed stock music, commercially licensed AI music and music generated within a Qualifying Clip may be used if the entrant has the necessary rights. Do not use commercial songs, trending sounds, film or television clips, protected fictional characters or third-party branding without adequate permission. No contest music pack is promised by these Rules. Sponsor branding may be used only as reasonably necessary for truthful Contest identification and authorised Contest assets.

8.4 Reference inputs must be lawfully obtained and cleared. An output that substantially reproduces unauthorised third-party content or another AI video tool's footage cannot be made eligible by passing it through Video 1.0. Do not use another video generator's output to evade the footage restriction. Avoid names of living artists, filmmakers and studios as style instructions; permitted product identification does not permit imitation of another creator's protected work.

8.5 Entries must not contain unlawful, defamatory, discriminatory, hateful, harassing, sexually explicit, gratuitously violent or dangerous material; promote tobacco, illicit drugs, weapons or gambling; contain political campaigning, election or ballot-measure content; disclose confidential information or others' private data; or falsely depict real news or events as authentic footage. Malware and deceptive links are prohibited. Entrants need not praise HeyGen or a partner; lawful criticism and truthful opinions are not disqualifying merely because they are unfavourable.

8.6 Comply with applicable law, X's rules and HeyGen's Terms of Service and Acceptable Use and Moderation Policy. The current policy links appear in Section 24. For Contest mechanics, these Rules prevail over inconsistent marketing materials or general service terms. Later service-policy changes do not retrospectively change the judging criteria, prizes or entry conditions, except where required by law or necessary to address unlawful or harmful content.

9 Disclosure and provenance

9.1 Identify each submission conspicuously as a Contest entry using #HeyGenVideoContest at the start of the Qualifying Post. Include a clear in-video disclosure that the work contains AI-generated content at first exposure, with suitable contrast, size, placement and duration for viewers to notice and understand it. Preserve that disclosure in trailers, gallery versions and permitted reuse. Where the video is an advertisement, make its commercial nature clear as well.

9.2 Where an Entry, trailer, gallery presentation or permitted reuse is an advertisement featuring a synthetic performer, identify that fact clearly, for example "This performance features a synthetic performer." Use a disclosure suited to the visual or audio format, repeated where necessary. Do not rely on an end card or a fixed two-second label as a universal legal standard. Additional disclosures required where the work is shown must also be made. A disclosure does not cure lack of consent, infringement or a misleading claim.

9.3 Do not deliberately strip, falsify or conceal watermarks, content credentials or other provenance information supplied with an output. Retain original exports and preserve machine-readable information where technically feasible. If an ordinary permitted edit or platform transcode removes information automatically, disclose that fact and retain the original; do not claim the edited file retains credentials that it no longer contains. Sponsor may request a compatible export or reattached disclosure.

9.4 Do not purchase or arrange paid promotion of an Entry, including X Ads or Promote, or buy views, likes, reposts, follows or votes. Bots, scripts, engagement exchanges, voting incentives, vote trading and coordinated inauthentic activity are prohibited. Genuine unpaid requests to view or vote are permitted if transparent, non-spam and not misleading. A third party's unsolicited misconduct does not automatically disqualify an innocent entrant; Sponsor will assess knowledge, involvement and the affected metrics.

10 Verification

10.1 Sponsor may inspect the generation records for submitted video IDs and related records reasonably necessary to verify model, route, account, timestamps, inputs and outputs. It may compare these with the Entry Video and timeline using technical tools and human review. Review is confined to Contest purposes and is subject to the Contest Privacy Notice. Sponsor may not rely solely on an automated suspicion to make a final fraud or provenance disqualification.

10.2 Retain original clips, IDs, relevant agent-conversation excerpts, raw exports, project or timeline evidence, reference inputs and rights documents until 90 days after final winners are confirmed. On a reasonable verification request, respond within seven calendar days or request an extension before that deadline with reasons. Sponsor may provide additional time where justified, applying the same standard to comparable cases.

10.3 Provide only the material needed to verify the Entry. Redact unrelated personal or confidential information without concealing relevant evidence. Never provide passwords, API keys, payment credentials or unrestricted account access. If an editing project uses an inaccessible proprietary format, provide an intelligible timeline, edit

decision list or equivalent evidence. Inability to establish the 70% requirement or material provenance may make the Entry ineligible even without a finding of fraud.

11 Judging and categories

11.1 Select one primary category on submission: Product Ad, Story or Skit, or Best Edit. Category choice is fixed when entry closes, except that Sponsor may correct a clear administrative error before judging with notice to the entrant and without changing the work. Eligible Entries are also considered for the overall awards and relevant Spotlight.

11.2 Sponsor will appoint a panel of at least five qualified judges, including relevant creative and technical expertise and at least one demonstrably independent member with no material relationship compromising independence. Names and qualifications will be available on the Contest Hub. A replacement must be comparably qualified and preserve independence. Judges must disclose conflicts and recuse from affected Entries; at least three unconflicted judges, including an independent judge, must score each Entry.

Criterion	Weight	Assessment
Creativity and concept	35%	Originality, development and execution of the idea
Craft and finish	25%	Visual and audio quality, editing, grading and pacing
Storytelling and clarity	20%	Coherence, communication and effect at the chosen length
Video 1.0 showcase	20%	Effective, purposeful use of qualifying Video 1.0 footage

11.3 Each judge assigns a score from 0 to 100 for each criterion. The weighted total is calculated using the stated percentages, and the Entry's overall score is the arithmetic mean of the judges' totals. Unrounded scores determine ranking. Account spending, follower numbers and general brand praise are not panel criteria. Sponsor retains score and conflict records.

11.4 Ties in judged ranking are resolved by the higher average Creativity score, then Craft, then Video 1.0 showcase, then Storytelling. A continuing tie is referred to an unconflicted panel including an independent judge for a reasoned comparative decision under those same criteria, placing greatest weight on Creativity. If the original panel remains divided, an additional independent judge makes that comparative decision. No coin toss, draw, submission-time preference or random method is used.

11.5 The ten highest-scoring eligible Entries with overall scores of at least 70 qualify for Audience Choice, subject to one finalist per person. If a person has several qualifying Entries, only the highest-ranked advances and the next eligible person fills the

vacancy. If fewer than ten qualify, the gallery contains the actual number. Meeting the threshold does not guarantee a finalist place or prize.

12 Cash prizes and allocation

12.1 The cash prize pool is USD 15,000 across 18 awards. Sponsor is responsible for payment of every award, including the Category Runner-up awards presented by Runware. A third party's funding shortfall does not reduce an announced award. Amounts are gross, before any lawful tax withholding.

Cash award	Number	USD each	Selection
Grand Prize	1	3,500	Highest overall judged ranking
Best Product Ad	1	1,500	Highest remaining ranking in Product Ad
Best Story or Skit	1	1,500	Highest remaining ranking in Story or Skit
Best Edit	1	1,500	Highest remaining ranking in Best Edit
Category Runner-up presented by Runware	3	1,000	One per category, next eligible ranking
Most Viral	1	1,000	Section 13
Audience Choice	1	750	Section 14
Weekly Spotlight	9	250	Three in each Spotlight Period

12.2 A person may receive only one main cash award: Grand Prize, a category winner award, a Category Runner-up, Most Viral or Audience Choice. Award the Grand Prize first. Next allocate category winner awards; where one person leads more than one category, award their highest-ranked Entry and reallocate the other place. Then allocate Category Runner-up awards on the same basis, followed by Most Viral and Audience Choice. Equal-score conflicts follow Section 11.4; if the same work is involved, category priority is Product Ad, Story or Skit, then Best Edit. This order gives a judged Category Runner-up priority over the equal-value Most Viral prize. Passing a place to the next eligible person does not increase another award's value.

12.3 Each Spotlight Period awards USD 250 to each of the three highest-ranked eligible entrants whose complete Entries were received in that period. The same criteria and tie procedure apply. A person may receive only one Spotlight across all three periods; later places pass to the next eligible entrant. A Spotlight does not prevent a main cash award. Spotlight selection may be announced after its period closes, subject to verification, and remains subject to the publicity restrictions in Section 13.

12.4 Cash-award limits operate per individual, not per account or Entry. If a provisional winner declines, is ineligible or does not complete verification, the place passes to the next eligible ranked entrant under the same allocation rules. For provisional awards, Sponsor will rerun the Section 12.2 allocation after a disqualification or withdrawal, allowing an eligible provisional recipient to move to a higher-priority award and reallocating the resulting vacancy. Already confirmed awards are not revoked merely to accommodate that reranking; a confirmed main cash winner cannot receive a second main cash award. If no eligible recipient remains, that award is not made; it is not randomly awarded or added to a different prize. The stated pool describes all available awards, not a guarantee that an ineligible award will be paid.

13 Most Viral

13.1 Among Entries with an overall score of at least 70, the eligible Entry with the greatest verified count of views of its Qualifying Post during its 72-hour window receives Most Viral, subject to Section 12.2. Counts on reposts, quote-posts by others, other uploads and external full-video hosts are excluded. The metric is X's reported post-view count, not unique viewers or verified humans.

13.2 Sponsor will capture the count through the X API at the close of each window and retain the timestamped record. It may request corresponding account analytics and remove demonstrably paid, automated or manipulated traffic. Suspicion alone is insufficient to accuse an entrant of fraud. Equal verified counts are resolved by overall judged ranking and Section 11.4.

13.3 Sponsor, partners and paid Contest promoters must not selectively boost an Entry while its measurement window is open, including through compilations linking or driving traffic to that Entry. General promotion of the Contest is permitted. Sponsor will assess and remedy a material breach consistently rather than benefit a selected entrant.

13.4 If the API fails, Sponsor may use a reliable contemporaneous record for the same 72-hour cutoff, including timestamped platform analytics, under a consistent method disclosed to affected entrants. It will not treat a later cumulative count as a comparable 72-hour count. If fair comparison cannot be reconstructed for materially affected candidates, Sponsor will notify entrants and award the USD 1,000 to the highest judged-ranked Entry otherwise eligible for this award under Sections 11 and 12. This fallback is fixed in advance; Sponsor cannot choose a winner by an undisclosed substitute metric.

14 Audience Choice

14.1 Voting takes place only through the Contest Hub during the Voting Period. Voting is free. A voter must be a real individual aged at least 18 and at least the local age of majority, lawfully able to vote from an Eligible Territory, and logged into a HeyGen account in good standing created before 12:00:00 a.m. Pacific Standard Time on 10 November 2026. A paid plan or payment method is not required.

14.2 Each person may cast one vote for one finalist for the entire Voting Period. Once confirmed, a vote cannot be transferred or multiplied through additional accounts. An entrant or contributor may not vote for an Entry they helped create. Judges, Sponsor and partner personnel administering the Contest may not vote. Sponsor may use proportionate account and fraud checks; shared household networks or workspaces alone do not establish duplicate individuals.

14.3 The finalist with the most valid votes wins, subject to the main cash-award limit. If that entrant receives a higher-priority cash award, the prize passes to the next eligible finalist by valid votes. Ties are resolved by overall judged ranking and Section 11.4. Invalid votes are removed before ranking. Entrant disqualification requires evidence of involvement, knowing acceptance or a separate Rules breach, rather than merely an unsolicited invalid vote.

14.4 Sponsor will preserve an audit trail and investigate credible manipulation reports. If a material voting failure cannot be corrected or reconstructed fairly, the USD 750 award goes to the highest judged-ranked eligible finalist under Sections 11 and 12, following public notice of the reason. Sponsor will not replace a corrupt count with an arbitrary estimate or a random draw.

15 Prize terms

15.1 The prizes offered under these Rules are the 18 cash awards listed in Section 12. No subscription, API credit, platform credit, complimentary service or other noncash benefit forms part of the prize entitlement. A mention of a partner in promotional materials does not create an additional award.

15.2 Prizes are awarded to verified individual entrants and are not transferable or assignable. Sponsor may not replace a cash award with credits, merchandise or a lower amount. A lawful change in payment method under Section 16.4 does not change the value of the prize. No entrant may be required to make a purchase, pay a claim fee or agree to additional promotional rights to receive an award.

15.3 Prize prospects depend on the number and quality of eligible Entries, the disclosed judging criteria and, for the relevant awards, valid views or votes. Sponsor does not

promise that any entrant will receive an award. The number of Entries or purchases does not determine or increase the stated value of an award.

16 Notification payment and tax

16.1 Sponsor will notify provisional winners by email to the submitted HeyGen account address and, where possible, by direct message from @HeyGenMCP. Entrants should maintain current contact details and check their messages. Sponsor will not request a password, gift card, payment or fee to release a prize. An entrant may independently verify a notice through support@heygen.com.

16.2 Within 14 calendar days after notification, a provisional winner must confirm acceptance and supply reasonably necessary evidence of eligibility, residence, rights and compliance; a signed declaration confirming those matters; an appropriate IRS Form W-9 for a U.S. person or applicable Form W-8 for a foreign person; and payment details through the secure process provided. Sponsor may verify age or residence using proportionate identity evidence. Do not send identity or tax documents by public post or X message. A separate paid-advertising release or broader rights grant is not a condition of receiving an award.

16.3 Sponsor may grant a reasonable extension for documented difficulties and must respect mandatory local rights. If a notice is undeliverable, Sponsor will make a reasonable further contact attempt before passing the award to an alternate. Failure to respond after the stated deadline and any granted extension may result in forfeiture. A winner is confirmed only after the necessary checks, including sanctions screening, are complete.

16.4 Sponsor pays cash in USD to the verified winner's PayPal account within 30 days after verification, subject to lawful withholding. Sponsor bears its own payout-sending charges. A recipient may incur currency-conversion or independently chosen account or bank charges disclosed by their provider. If a provider failure arising after entry prevents an otherwise lawful payment, Sponsor will seek an equivalent lawful method before considering forfeiture. No prize is payable to a company, nominee or third-party account.

16.5 Winners are responsible for taxes legally imposed on them. Sponsor will report prizes and withhold only as required by applicable law, taking account of recipient status, source of income and properly substantiated treaty relief. Foreign residence does not automatically produce a 30% deduction. Cash amounts are gross; Sponsor does not promise a cash-prize tax gross-up. Reporting thresholds do not make smaller prizes tax-free.

17 Ownership licence and publicity

17.1 Entrants retain whatever rights they hold in their Entries. No ownership is assigned. AI-generated elements may not attract copyright protection; these Rules do not create rights that the law does not recognise.

17.2 By entering, the entrant grants Sponsor a non-exclusive, worldwide, royalty-free licence to reproduce, host, display, publicly perform, distribute and make reasonable format, length, caption and accessibility edits to the submitted video, title and description for administration, judging, the gallery, results and organic promotion of the Contest and HeyGen products. Active promotional use lasts for 24 months after final winners are announced. Existing Contest results, recap posts and archival records may remain afterwards, but the archive permission does not authorise new promotional campaigns. Existing lawful uses and records required by law are not automatically erased on withdrawal.

17.3 Sponsor may permit necessary production, hosting and Contest promotion providers acting on its behalf to exercise these rights only for the same purposes, duration and restrictions. They receive no independent or unrestricted commercial licence. Sponsor will use reasonable efforts to credit the entrant's chosen name or handle and preserve disclosures. Edits must not materially misrepresent the work, fabricate an endorsement or prejudice a contributor's reputation.

17.4 Paid advertising, sale of the Entry as a standalone asset, creating a new digital replica or voice model, and use of submitted verification materials to train AI models are not authorised by this Contest licence. Paid advertising requires a separate, specific written agreement and any necessary performer or other rights clearances. Participation does not enlarge any rights arising under a separately accepted service agreement; Contest verification material may be used only for the purposes stated here and in the Contest Privacy Notice.

17.5 The entrant consents to reasonable editing within this licence and will obtain corresponding contributor permissions. Moral rights are waived or not asserted only to the limited extent legally permitted and necessary for those agreed uses; no blanket waiver of non-waivable rights is required. Sponsor may identify a confirmed winner by chosen public name or handle, prize, Entry and general location. A winner may raise a substantiated privacy or safety objection before publication; Sponsor will minimise disclosure while meeting applicable promotional-law requirements. No unrestricted personal publicity release is required to claim a prize.

18 Entrant assurances and third party claims

18.1 The entrant confirms that their information is accurate, their work and participation comply with these Rules, all necessary permissions have been obtained, collaborators have agreed, and the authorised uses do not infringe another person's rights. No assurance is required that AI-generated material has copyright protection or is unique beyond the entrant's knowledge and reasonable checks.

18.2 To the extent permitted by applicable law, an entrant is responsible for third-party claims and reasonable, directly resulting losses caused by their fraudulent submission, deliberate infringement or material breach of those assurances. Any indemnity is limited to that responsibility; it does not cover Sponsor's or a partner's independent fault or use outside the granted licence. Sponsor must notify the entrant promptly, permit reasonable participation in the defence, mitigate loss and obtain consent before a settlement that imposes an admission or non-monetary obligation on the entrant. Mandatory consumer protections prevail.

19 Withdrawal disqualification and review

19.1 An entrant may withdraw by contacting support from the submitted email address. Withdrawal before award ends eligibility for that Entry and stops new active promotional use where reasonably practicable, subject to prior lawful publication, audit records and legal duties. It does not entitle the entrant to a prize or require deletion of records lawfully retained.

19.2 Sponsor may reject or disqualify an Entry for a material eligibility, rights, content, provenance, account-limit or integrity breach. It may remove invalid metrics, suspend an Entry while investigating, and recover a prize obtained by fraud or material ineligibility where legally permitted. A minor correctable administrative defect will not be treated as deliberate fraud. Actions must be proportionate, supported by evidence and applied consistently.

19.3 Sponsor will normally give the entrant the material reason and a reasonable opportunity to respond, except where immediate action is needed for safety, legal compliance or preservation of evidence. An entrant may request human review within seven calendar days of notification, identifying the alleged factual or procedural error. A person not responsible for the original decision will review it where practicable. Artistic judgment is not rescored merely because the entrant disagrees, but manifest calculation errors, conflicts and departures from published criteria may be corrected. Nothing excludes access to a regulator or court.

20 Privacy and reporting harmful content

20.1 The Contest Privacy Notice explains Contest data processing and must be available when the Entry Form, voting page and winner-verification process collect information. General service use remains subject to the HeyGen Privacy Policy. Marketing consent is optional and separate. Sponsor will not require entrants to disclose unrelated private information or permit partners to use fulfillment data for marketing without a separate lawful basis.

20.2 Report suspected infringement, impersonation, unsafe material or other Rules violations through the gallery's reporting control or moderation@heygen.com. Identify the content and reason, and provide contact details for a response. Sponsor will assess reports promptly and may temporarily restrict material while reviewing a credible concern. A report made in good faith is not misconduct.

20.3 For a request concerning a nonconsensual intimate depiction, including a synthetic depiction, provide an electronic or physical signature, information sufficient to locate it, a brief statement of a good-faith belief that it was published without the depicted person's consent, and contact details. The depicted person or an authorised representative may request removal. Sponsor will remove a qualifying depiction under its control as soon as possible and within 48 hours of a valid request, and make reasonable efforts to identify and remove known identical copies within its service. Other applicable legal procedures remain available. Sponsor cannot itself remove content from an independent X, YouTube or Vimeo service, but will identify the relevant reporting route where appropriate.

21 Changes suspension and cancellation

21.1 Sponsor may modify, suspend or cancel the Contest only where fraud, a significant technical failure, legal requirement or another circumstance beyond its reasonable control materially impairs fair or lawful administration. It will use a proportionate remedy and publish a dated explanation on the Contest Hub, contacting affected entrants where practicable. Low participation, an unfavourable commercial outcome or a partner's failure to budget is not a reason to withdraw an advertised prize.

21.2 Sponsor will not retrospectively introduce a payment condition, alter the judging criteria to favour an Entry, reduce an awarded prize, or materially disadvantage valid entrants. Deadline extensions are exceptional and must address the actual problem fairly. If the Contest ends early, Sponsor will, where lawful and feasible, make awards from valid Entries already received under the published criteria and fixed fallbacks. An award cannot be made if no eligible recipient exists or law prohibits it; Sponsor will explain the disposition.

21.3 Entrants are responsible for timely submissions and working files. Sponsor is not responsible for matters genuinely outside its reasonable control, but remains responsible for obligations that cannot lawfully be excluded and for reasonable steps to address failures of its own administration. Nothing excuses a misleading prize promise or a failure to take reasonable care.

22 Responsibility and remedies

22.1 To the extent permitted by law, entrants release X Corp. and its affiliates from claims arising solely from Sponsor's administration of this Contest, except for those parties' own actionable conduct. Sponsor and partners do not receive a blanket release for their negligence, breach of these Rules or unlawful acts.

22.2 No term excludes or limits liability for fraud, wilful misconduct, death or personal injury caused by negligence, breach of non-excludable consumer guarantees, or any other liability that cannot lawfully be limited. Subject to those protections, a party is not responsible for loss that was not reasonably foreseeable from its breach. Rights to an earned prize, statutory remedies and compensation otherwise required by law are preserved. There is no obligation to release an unrelated claim as a condition of accepting an award.

23 Governing law and disputes

23.1 California law governs these Rules, without depriving an entrant of mandatory protections of their place of habitual residence. The courts of Los Angeles County, California have non-exclusive jurisdiction. An entrant may use any court, regulator or dispute-resolution body available under mandatory local law, including courts in their home jurisdiction where applicable.

23.2 An entrant may first contact Sponsor at support@heygen.com or write to its address in Section 1, marked for the Legal Department. The parties will seek to resolve a genuine complaint reasonably, but this does not suspend a legal deadline or make a complaint to Sponsor a mandatory precondition to statutory remedies. These Rules do not impose a new arbitration obligation or class-action waiver. For disputes about this Contest, this Section prevails over inconsistent general service dispute terms; unrelated service disputes remain subject to their applicable agreement.

24 Interpretation policies and results

24.1 These Rules, including the Contest Privacy Notice, govern the Contest. If a provision is unenforceable, it is severed only to the extent necessary and the remainder continues if the essential operation remains lawful. No waiver arises from a delay in

enforcement. These Rules are published in English; legally required translations and mandatory local protections are not displaced by a language-priority clause.

24.2 Applicable published service policies are the Terms of Service at https://www.heygen.com/terms, Privacy Policy at https://www.heygen.com/privacy, and Acceptable Use and Moderation Policy at https://www.heygen.com/moderation-policy. X's rules are available at https://help.x.com/en/rules-and-policies. The Contest-specific mechanics and rights limits in these Rules control as stated above. Sponsor will retain the publication version of these Rules and material notices.

24.3 Confirmed results will be published on the Contest Hub and may be requested from support@heygen.com by 31 March 2027. Sponsor will provide information sufficient to demonstrate that valid awards occurred, subject to lawful privacy and safety objections. Home addresses, identification documents, payment details and tax information will not be published. Sponsor may provide fuller information to a competent regulator where required.

Contest Privacy Notice

This notice supplements the HeyGen Privacy Policy for information collected to administer the HeyGen Video Contest. HeyGen Technology Inc., at the address in Section 1, is the controller of Contest administration information. Contact privacy@heygen.com for privacy questions or rights requests. The general Privacy Policy contains applicable representative and data-protection contact information.

Information and purposes

We collect identifiers and contact information, residence and age confirmations, account and social handles, Entry files and descriptions, source and licence information, and collaborators' relevant details to receive submissions, communicate with entrants, assess eligibility and judge the work. We collect submitted clip records, relevant generation information, timeline evidence and proportionate account or engagement information to verify provenance and prevent fraud. Public social posts and vote records may be checked against submissions.

From provisional winners we collect only the identity, residence, payment and tax information reasonably needed to confirm eligibility, comply with sanctions and tax duties, and deliver prizes. Government identifiers and financial information may be sensitive personal information under applicable law. We will ordinarily record the result of verification without retaining a complete copy of the identity document. We do not ask every entrant for identity documents or tax forms.

We use limited network, device, login and security information to secure the form and voting service and identify duplicate or manipulated activity. We use licensed Entry content, public names or handles and general winner location for the gallery, results and agreed publicity. We keep complaints and decision records to resolve issues and establish or defend rights. We do not need access to unrelated agent conversations or other account projects.

Legal bases and choices

Where a legal basis is required, processing objectively necessary to receive, assess and fulfil an Entry is based on performance of these Rules; fraud prevention, security, proportionate verification, record-keeping and defence of claims rely on legitimate interests balanced against affected individuals' rights; and tax, sanctions and mandatory disclosure processing relies on legal obligations recognised under the applicable data-protection law. Where a foreign-law obligation does not itself provide that legal basis, necessary processing relies instead on an appropriately assessed legitimate interest or another valid basis; it is not automatically treated as an EU or UK legal obligation. Processing contributors' or depicted persons' information cannot rely

simply on their entrant's contract. It requires an independently applicable basis, such as a properly assessed legitimate interest for necessary administration or valid consent where required. Publicity beyond what is necessary to administer the Contest requires an appropriate separate basis, including consent where required. The content licence is not itself a blanket data-protection consent.

Marketing registration and partner marketing are optional and must be offered separately without preselected consent. Refusing or withdrawing marketing consent does not affect eligibility. Information necessary for participation or payment is identified as required when collected; withholding it may prevent assessment or payment. No final significant eligibility or fraud decision is made solely by automated processing without human review.

Recipients and international processing

Authorised personnel, judges and service providers receive only what they need for administration, hosting, security, verification, communications, professional advice and payment. Judges do not need tax documents or full identity-document copies. Payment providers receive only the information reasonably needed to deliver an accepted cash award. Contest participation does not authorise a partner or provider to use winner information for its own marketing.

Public submissions, chosen display names, gallery information and confirmed results are visible to viewers and may be copied by third parties. Private evidence, government identifiers, tax forms and payment details are not published. We may disclose necessary information to competent authorities or other persons where required by law or to establish, exercise or defend legal claims. We do not sell personal information collected specifically for Contest administration or share it for cross-context behavioural advertising. This commitment covers Entry and contact information, verification records, voting and Contest security information, and winner payment and tax information. Optional general website advertising trackers are separate, must be disclosed before collection under the Privacy Policy, and remain subject to applicable consent and opt-out choices. They must not receive Contest form values, private evidence or tax data.

Contest administration may involve processing in the United States and other countries used by authorised providers. Where transfer restrictions apply, HeyGen uses a lawful transfer mechanism appropriate to the recipient and data, such as an applicable adequacy arrangement or contractual safeguards. The Privacy Policy explains the available mechanisms; contact privacy@heygen.com for information about the safeguards applicable to a specific transfer. An entrant's acceptance of these Rules is not relied on as a substitute for those safeguards.

Retention

Ordinary Entry administration records, scores and vote or engagement audit records are retained for 12 months after final results, then deleted or anonymised unless needed for a documented dispute or legal obligation. Relevant provenance extracts and detailed verification evidence are retained only as needed for verification and related challenges, ordinarily no later than 90 days after final results. Identity-document images are deleted within 30 days after verification unless a specific legal duty or documented fraud issue requires longer retention. A minimal record of the check may remain with the administration record.

Tax, payment and legally required award records are retained for the period required by the applicable law and the relevant payer's documented retention schedule. A legal hold is limited to information relevant to the matter and reviewed when it ends. Promotional assets are retained for the Section 17 licence period; limited historical Contest results and lawfully retained archives may remain afterwards. Service account records and content independently held under an existing service relationship remain subject to the service's applicable retention terms; those terms do not justify keeping an unnecessary duplicate verification file.

Rights and complaints

Depending on applicable law, individuals may request access, correction, deletion, portability, restriction, information about transfers, or object to processing based on legitimate interests; withdraw consent prospectively; and exercise applicable opt-out rights without unlawful discrimination. Requests may be made to privacy@heygen.com. We may verify identity proportionately. Some records must be retained for legal obligations, fraud prevention or claims, and a request may affect an Entry where essential information can no longer be processed.

Individuals may complain to their competent data-protection authority, including in their place of residence, work or the alleged infringement where applicable. They need not complain to HeyGen first. Contributors whose data is supplied by an entrant must receive this notice; the entrant should provide only authorised and necessary information. Sensitive winner documents must be submitted only through the secure process specified by Sponsor.