



**PRIZE CONTEST UNDER THE EXCEPTIONS CONTAINED IN THE PRIZE DRAW PROTOCOL
IN ACCORDANCE WITH ARTICLE 6 SUBSECTION 1 A) OF PRESIDENTIAL DECREE
430/2001 (REFERENCE NOTE No. 205930 OF 20/11/2014 FROM THE MINISTRY OF
ECONOMIC DEVELOPMENT)**

“REINDEER ROUND UP”

PROMOTER

VALUE RETAIL MANAGEMENT (FIDENZA VILLAGE) S.R.L.
Via San Michele Campagna – Loc. Chiusa Ferranda
43036 Fidenza (PR)

PURPOSE OF THE CONTEST

The Promoter announces a contest to produce artistic (photographic) works involving Fidenza Village, located at via San Michele Campagna, 43036 Fidenza (“**Fidenza Village**” or the “**Village**”) and for the prize-winning photos’ subsequent use in an exhibition at “The Concierge” in the Village and in a virtual gallery (the “**Gallery**”) at www.FidenzaVillage.com, as described more fully in these regulations (the “**Regulations**”).

A prize will be awarded to the author of the chosen work in recognition of personal merit and in consideration of the work’s features.

Therefore, the competition does not constitute a prize draw because it falls under the exceptions pursuant to article 6 subsection 1 a) of Presidential Decree 430/2001.

(“**Contest**”)

RECIPIENTS

The Contest is open to all adult Instagram users who take a photo in Fidenza Village using the Reindeer Round Up augmented reality filter available on the Fidenza Village app and share it with @FidenzaVillage using #ReindeerRoundUp.

Participation in the Contest is completely free and does not require any previous purchase.

DURATION

The Contest is open every day from 12am on 7th November 2018 to 11:59pm on 6th January 2019.

ADVERTISING

The Contest will be publicised through an internet advertising campaign (at www.fidenzavillage.com, the Fidenza Village app and via the Village’s social networks) and at Fidenza Village (cardboard inside stores, the IAT and the Concierge Lounge, by Village hostesses and totems placed throughout the Village).

Other forms of publicity may be used, provided they comply with the regulations.

The regulations are available to all participants; for detailed information, visit www.fidenzavillage.com/reindeers-round-up.

PARTICIPATION REQUIREMENTS

The creator of the photographic works (the “Author”) can only take part if they have an Instagram account (the “Application”).

The Author must take a photo using the *REINDEER ROUND UP* augmented reality filter in the Fidenza Village app, in compliance with the Contest’s objectives and then publish the photos on their Instagram profile, using @FidenzaVillage and #TrovaLeRenne.

In particular, it is specified that:

- the Author must upload the photo in a public post
- the photo must comply with Instagram user policies
- the Author may upload more than one photo but can only be selected once
- the Author must follow the Fidenza Village Instagram account <https://www.instagram.com/fidenzavillage/>
- the Author must have downloaded the Fidenza Village app on their mobile phone

Each photo may be given a name and an optional description. Hashtags in addition to the mandatory ones specified in the Regulations are allowed.

Each Author may only participate in the Contest with one profile, but there are no limits to the number of photos that can be shared through the Application with @FidenzaVillage and #TrovaLeRenne

Note that:

- the Author is ineligible to participate in the Contest if the published photo is contrary to public order, morality, decency, is detrimental to third parties or the Promoter or violates third party copyright
- the Author may participate in the event only and exclusively with photos which they themselves have created, for which they have the permission to publish and have consent from third parties if other subjects are portrayed in addition to the author, are strictly original, whose subject is Fidenza Village and their *experience* there and are shared with the hashtags #FidenzaVillage and #TrovaLeRenne
- each Author is responsible for the content of their own work and promises to be satisfied with all rights to use the contents of the photos submitted for the Contest, or to have obtained the necessary releases to indemnify and hold harmless the Promoter from any claim and / or third party action and to reimburse the Promoter for any prejudicial consequences including any legal costs and out-of-court settlements that may occur as a result of violation of the above.

It is agreed that:

- the Promoter will not be in any way responsible for any compensation claims made by subjects who appear in the submitted photos or by the rights-holders for which the necessary release has not been obtained

- submitting photography to take part in the Contest entails granting a license and its relative rights of use globally, authorising the Promoter to directly publish and / or allow the photos to be published by third parties on various channels and media (such as, but not limited to, the internet, social media channels or any future advertising material) and / or elsewhere if the photo is chosen as a winner or not
- no remuneration will be paid for the serial publication/exhibition/production of photos submitted for the event.

PROCEDURE

The Author must publish a photo on their Instagram profile with @FidenzaVillage and #TrovaLeRenne, using the *REINDEER ROUND UP* augmented reality filter and must comply with the Contest's objectives, according to the procedure described below:

- the Author will receive the following authorisation request: *"Thanks for your photo. Share your shot with @FidenzaVillage and use #TrovaLeRenne to take part in the "Reindeer Round Up" competition each week for the chance to win a €200 gift card. For the complete rules, go to FidenzaVillage.Com/trova-le-renne"*
- through the use of dedicated hashtags, the Author consents to the Promoter publishing the photo according to the procedures described in the Regulations
- the Authors of the winning photo will be notified each week with
 - i) the publication of the winner's name and home town on the website *FidenzaVillage.Com/trova-le-renne*
 - ii) a private message on Instagram which also contains the authorisation request for personal data processing required to deliver the prize: *"Your personal data will be used by Value Retail for the sole purpose of managing the delivery of your prize and will be removed after it has been received. For more information on how Value Retail processes personal data, refer to the Privacy Policy available at <https://www.fidenzavillage.com/it/footer/legal/informativa-sulla-privacy/>"*
 - iii) and with regard to information about personal data processing, pursuant to article 13 of EU Regulation 2016/679 (the "Regulation"):

Value Retail Management (Fidenza Village) S.r.l., the data processor, informs users that personal data will be used solely for the purposes of managing the competition and sending the prize. The winning images will be published on a designated area of the Fidenza Village website, subject to authorisation by the winning users, as fully described in the Regulations; personal data and the users' email addresses will be deleted once the shipment of the prize has been processed. Interested parties can exercise their rights provided by articles 15 to 22 of the Regulation by contacting or writing to Privacy Service c/o Value Retail Management (Fidenza Village) S.r.l. – Via San Michele Campagna, Località Chiusa Ferranda, 43036 Fidenza (PR). (A complete and up-to-date list of data managers is available on request at the company's headquarters). For more information on how the company processes personal data for purposes other than those related to the competition, refer to the Privacy Policy available at <https://www.fidenzavillage.com/it/footer/legal/informativa-sulla-privacy/>
- the Author of the winning photograph, upon acceptance of their win, grants the rights license, completely free of charge, for the photograph and relative rights for global use, authorising the Promoter to directly publish and / or allow the photos to be published by third parties on

various channels and media (such as, but not limited to, the internet, social media channels or any future advertising material) and / or elsewhere

- if, 14 days after notification of the win, the Author has not replied nor confirmed the above, the Promoter will proceed by contacting the reserve list, starting with the first on the list
- if the winner accepts, prizes will be delivered or sent within 90 (ninety) days from the acceptance of the win

JURY

A jury consisting of 3 people specified by the Promoter (the “Jury”) will meet each week to judge the photos submitted for the competition and will select 1 winner per week, judging the photos on the following criteria:

- originality, wit and interpretation of the Contest’s theme
- aesthetics, quality and the artistic sense of the photo

In addition to this photo, 3 reserve photos per week will be chosen in the same manner.

The Jury’s verdict is final and binding.

The Jury reserves the right at its sole discretion to report any photo that is contrary to public order, decency, morality, detrimental to the image of third parties or the Promoter, or that violates third party copyright.

CLARIFICATIONS

The Promoter reserves the right to modify or partially modify the participation process of the Contest at any time, subject to adequate notice, without introducing any detrimental changes and maintaining participants’ rights.

The Promoter assumes no responsibility for lost entries or messages or those damaged during online transmission, those received outside the competition time limits or those with corrupted data.

The Promoter assumes no responsibility for any problems of access, hindrances, malfunction or difficulty regarding technical instruments, computers, telephone lines, cables, electronics, software and hardware, transmission and connection and internet connections which may prevent a user from participating in the competition.

Winners may not challenge the assigned prize nor request the corresponding cash value or an exchange or substitution for any reason. However, in the event that the Promoter is unable to deliver the stated prize, it reserves the right to substitute the prize with one of an equal or greater value.

Participation in the competition implies complete acceptance of these Regulations by participants without reservation.

For the purposes of the Regulations, it is clarified that this Contest is in no way sponsored, supported or administered by Instagram and is in no way associated with it. Instagram has no responsibilities towards the competition participants.

PRIZES

As recognition of the authors’ personal merit, the prize will consist of an exhibition of the winning photographs at “The Concierge” in the Village and publication in the Gallery at www.fidenzavillage.com, identifying the Author.

As a contribution to the photographic artwork created by the Author, the prize will consist of the following:

- i) Jury Prize: One Gift Card per week with a value of €200

**REASONS FOR EXCLUSION FROM PRESIDENTIAL DECREE 430/2001 ON THE BASIS OF
ARTICLE 6, SUBSECTION 1A**

Participation in the competition is completely free and no purchase of services or products from the Promoter is required.

Participation requires the Instagram user to make an artistic contribution and to grant it, in the manner described above, to the Promoter who will use it to create a dedicated Gallery at www.FidenzaVillage.com and an exhibition at “The Concierge” in the Village.

The Contest is in no way sponsored, supported, administered by or associated with Instagram.

Fidenza,