



**PRIZE COMPETITION REGULATIONS
“WIN YOUR SHOPPING”**

PROMOTER

VR MILAN S.r.l.
Via Federico Fellini, 1
43036 Fidenza (PR)

DELEGATED COMPANY

VALUE RETAIL MANAGEMENT (FIDENZA VILLAGE) S.R.L.
Via Federico Fellini, 1
43036 Fidenza (PR)

PURPOSE OF THE PRIZE DRAW

In order to publicise its Fidenza Village® brand, to increase visitor numbers and reward customers, the Promoter VR Milan S.r.l., the brand owner, through means of the Delegated Company, intends to organise the Competition described below, for shoppers at Fidenza Village (hereafter also known as the “Village”). Participation requires the knowledge of and unconditional acceptance of these Regulations.

DURATION OF THE PRIZE DRAW

22nd, 23rd, 24th, 25th and 26th November 2018

BENEFICIARIES OF THE PRIZE DRAW AND INELIGIBILITY

Participation in the Competition is open to everyone who does their shopping at Fidenza Village for a total cumulative amount of at least 200 (two hundred Euros) and who are at least 18 years old when they take part.

The following are ineligible to enter the competition:

- employees of stores in Fidenza Village, of the Promoter, of the Delegated Company and of companies directly or indirectly associated with them
- children under 18 years of age

LOCATION OF THE PRIZE DRAW

The prize competition (hereafter the “Competition”) will take place at Fidenza Village, via Federico Fellini, Fidenza (43026 PR).

PROMOTION OF THE PRIZE DRAW

The Competition will be promoted and advertised at Fidenza Village with totems placed inside the Village and through online communications (a competition management minisite, on www.fidenzavillage.com, in the newsletter, on social networks and by digital advertising).

However, the Promoter and Delegated Company reserve the right to use any other means of suitable communication to tell people about this competition.

For the entire duration of the Competition, the complete Competition regulations will be available on the FidenzaVillage.com website and in “The Concierge” at Fidenza Village (the “Concierge”).

HOW TO PARTICIPATE IN THE COMPETITION

By taking part in the Competition, participants unconditionally accept the rules and clauses in the Regulations without limitation.

On 22nd, 23rd, 24th, 25th and 26th November 2018, all Fidenza Village customers who spend at least 200 (two hundred Euros) in Fidenza Village boutiques (excluding the cafés and restaurants Barlumeria, Villano, Lindt, CàPuccino, Parma Menù, Casa di Emilia, Venchi, and Illy and in kiosks) and in the Concierge in one day, can present their receipts on the same day (bearing the same date as the day of presentation) at the Concierge (the “Participants”) to be entered into the draw for 1 Gift Card equal to the total value of their day’s shopping, up to a maximum value of 1,000 (one thousand Euros).

Note:

Please note that in order to be eligible to participate, customers must present their receipts on the same day that they were issued and that receipts from previous days (even those issued during the course of the Competition) will not be accepted. For purchases of more than 200 (two hundred Euros), customers are entitled to participate in the Competition more than once in multiples of 200 (two hundred Euros) of the total amount of their receipts presented in accordance with these regulations (for receipts totalling 200, participants may play once; between 400 and 599, participants may play twice and so on).

Participants who have an American Express credit card can take part in the Competition with double the opportunities to play compared to those who do not have an American Express credit card (for receipts totalling 200, they may play twice; between 400 and 599 they may play 4 times, and so on).

The value and date on the receipt must be valid and will be cancelled at the time of submission.

Purchases from the cafés, kiosks and restaurants in the Village are excluded from the Competition, but receipts from products sold in the Concierge will be accepted.

COMPETITION PROCEDURE

Participants will compete for the prize draw by accessing the competition’s minisite using an iPad provided by the Delegated Company and entering their details (date of birth and email address).

Notification of a win will be immediate, as Participants will find out if they have won immediately after taking part in the Competition.

Software which cannot be modified by outside sources and written by the technical manager in charge of software as per the declaration made pursuant to article 9 of Presidential Decree 430/2001 will choose the winners of the prizes described below during the Competition period.

The Promoter and Delegated Company are not in any way responsible for losses due to technical problems outside their control including (but not limited to) breaks in the phone line, the internet or human error by the participants when entering their details.

PRIZES TO BE WON IMMEDIATELY

Prizes to be won immediately are the following:

5 (five) Gift Cards, equal to the total amount of receipts presented, up to a maximum value of 1,000 (one thousand Euros) to be spent exclusively in Fidenza Village boutiques (the “Prizes”), valid for one year from the date of issue.

Issue of the Gift Card and the awarding of the Prize to the winner are subject to the terms and conditions of use of the Gift Card.

When the prize is awarded, in order to complete a specific release form, the winner may also be asked to provide personal data within the scope and purposes set out in the information for processing personal data contained in these regulations.

The certified lists of rights and corresponding winners, as well as certificates of operation for the database and instant win software are deposited at the SDM office (SDM/ARUBA, via Sergio Ramelli, 8, 52100 Arezzo) and are available to those who make an explicit written request addressed to the Promoter or the Delegated Company during the entire period of the Competition and will be kept for the entire period.

AWARDING OF THE PRIZE

The Delegated Company reserves the right to request all necessary documents from winners and eventually from all participants to verify their personal data provided to participate in the Competition.

The Prizes may be collected immediately after winning and used according to the directions provided by the Delegated Company.

- The Prize is for exclusive use of the winner and is not transferable.
- Prizes cannot be substituted, nor converted into a cash equivalent, nor are winners allowed to request a different prize with or without the addition of extra money.
- The winner must sign a release declaration stating receipt of the award.
- The Prize may be collected at the Reception or Fidenza Village’s Information Office and used according to the directions provided at the time of winning.

Participants who, according to the final judgement of the Promoter or by third parties appointed by the same, win through suspicious or fraudulent means, or those in violation of the normal course of the event, will not be able to win the prize in any way. The Promoter, or third parties appointed by the same, reserve the right to proceed to limit and prevent any process aimed at circumventing the Competition as designed, within the terms deemed most appropriate and in compliance with the relevant laws.

PRIZE MONEY

The prize money amounts to a total of 5,000 (five thousand Euros) and in compliance with current laws, the deducted VAT value will be paid to the Ministry of Economic Development.

REIMBURSEMENT WAIVER

The Promoting Company declares it waives the right to reclaim the deduction at source in favour of the winners pursuant to Art. 30 D.P.R. 600/73.

COMPLIANCE AND GUARANTEES (NON-PROFIT ORGANISATION)

Unclaimed or unawarded prizes will be given to:

FIDENZA PER I BAMBINI NEL MONDO O.n.l.u.s.
Via Vasco De Gama 6 – 43036 Fidenza (PR)
C.F. 91026550342

PROCESSING OF PERSONAL DATA

Pursuant to article 13 of the EU Regulation 2016/679 (“Regulations or “GDPR”), personal data provided for the Competition will be processed by VR Milan S.r.l. and by Value Retail Management (Fidenza Village) S.r.l., both located at Via Federico Fellini, 1, 43036 Fidenza, as joint data controllers.

Personal data provided will be processed:

- a) for purposes of the Competition management, including verification of the the requirements for participation and compliance with the relevant legislation, sending communication about the competition and the delivery or management of the prizes (obligatory), whose legal basis is article 6.1.b) of the Regulations
- b) subject to the granting of explicit consent, for marketing purposes, for sending commercial communications or other publicity material about Fidenza Village services and news and other related and/or affiliated companies, to promote Fidenza Village.
- c) subject to the granting of explicit consent, for commercial profiling purposes and for the creation of personalised offers including promotions, discounts and other services based on purchases made and/or other usage details and/or data provided at the registration for the Competition.

Any refusal to provide the above personal data or to consent to data processing for the purposes referred to in section a) above will make it impossible to participate in the Competition; any refusal to provide the express consent for the purposes referred to in sections b) and c) above will make it impossible to use the data for these purposes, but will not affect participation in the competition.

Personal data processing is performed with manual and computerised tools, with an approach strictly related to the objectives and in any case to guarantee the confidentiality and security of personal data.

Personal data may be made available to to persons specifically nominated as Data Officers or Managers for the purposes and requirements related to the management of the Competition and will not be shared. It is possible to obtain an up-to-date list of all data processors by writing to the address below.

Personal data will only be kept for the period necessary for the purposes they were collected for, respecting the principle of minimisation referred to in article 5.1.c) of the GDPR. The Proprietor may retain some data for the period necessary to fulfil contractual and legal obligations. Further information is available from the proprietor.

You have the right to request any Proprietor, at any time, for access to your personal data, its correction or deletion or to object to its processing; you have the right to request restrictions on processing in the cases provided for under article 18 of the Regulations; to revoke consent given at any time pursuant to article 7 of the GDPR; to obtain your data, in a structured format, in common use and readable by an automatic device in the cases provided for under article 20 of the Regulations and to make a complaint to the competent control authority pursuant to article 77 of the GDPR (The General Data Protection Regulation), if you consider that your data has been processed in a way contrary to the law.

You can make a request to object to your data being processed pursuant to article 21 of the GDPR giving evidence of the reasons justifying your objection: the Proprietor reserves the right to evaluate your request which may not be accepted in case of legal requirements to proceed with data processing which take precedence over your interests, rights and freedoms.

It is possible to exercise these rights by submitting a written request to the Data Controllers at the office in Via Federico Fellini, 1 43036 Fidenza (PR) or by emailing legal@fidenzavillage.com.