

## TERMS AND CONDITIONS OF THE PROMOTION “CAMPOFIORIN50 GOURMET”

### 1. THE PROMOTING COMPANY

The promoting company of the promotion hereby (the **Promotion**) is Masi Agricola S.p.A., with legal office in Via Montenapoleone 26, 37015 Gargagnago di Valpolicella, Verona (**Masi** or the **Promoting Company**).

### 2. DURATION OF THE PROMOTION

The Promotion will be in force from 3pm (CEST) of 14 February 2016 to 3pm of 14 March 2016 (the **Duration of the Promotion**). The Participants (as defined below) may take part in the Promotion, according to the terms and conditions herewith provided.

### 3. RECIPIENTS

The Promotion addresses every person who has already turned eighteen and/or with full legal “*capacity to act*” according to the set of rules of their country of origin, and who possesses an *Instagram* account before the beginning of the Promotion and for all the Duration of the Promotion (the **Participant**).

Residents of every country of the world can take part in the Promotion.

Employees or collaborators of the Promoting Company cannot in any case participate to the Promotion.

### 4. PARTICIPATION’S PROCEDURE

So as to take part in the Promotion, the Participant shall take one or more pictures and upload them, through his/her *Instagram* account, together with the hashtag #Campofiorin50 (the **Content**).

**Participants will have to stimulate their culinary creativity and share on Instagram the picture of your own recipe inspired by Campofiorin and its authenticity.** The theme is about **gourmet recipes**, simple and delicate, enriched with an “**international**” touch. Pictures should communicate passion, ease and wine matching versatility.

The received Contents shall be controlled: Masi has a right to check and allow the upload of the Content.

All the Participants who sent their Content according to the procedure provided by this document shall have a chance to win bottles of wine Campofiorin (the **Prize**).

At the end of the Promotion, a jury made by an odd number of members belonging and /or chosen by the Promoting Company (the **Jury**) will value the Contents received and will select 2 (two) winners (the **Absolute Winners**). The choices of the Jury are incontestable.

The Jury will select the Winners based upon the following criteria:

- Creativity;
- Authenticity;
- Coherence with the theme provided.

The Promoting Company and the Jury have the right to exclude, discretionally, such Contents which do not respect the requirements provided by this document. Apart from the Absolute Winners, during the Duration of the Promotion, the Promoting Company will reward, based on its discretion, 20 (twenty) Contents of Participants that stood out in a particular way (the **Deserving Winners**): also in this case, the choice will be incontestable. Such Deserving Winners will be rewarded with small gadgets. The Deserving Winners will be contacted through Direct Message, but during the period of Duration of the Promotion. Also the shipment of the above mentioned gadgets will take place during the period of Duration of the Promotion.

The 2 Absolute Winners will be contacted on 24 March 2016 through a Direct Message on *Instagram*. Moreover, from that date on, the Absolute Winners' names will be published on the *Instagram* channel "*@masiagricola*" and the Prize will be shipped, as a personal reward and remuneration for their work, within 30 June 2016. Furthermore, contents sent by the two winners will be published on a promotional recipes book dedicated to Campofiorin wine. Due to this scope, all the authors agree with a publication releasing for their contents giving up any requests from the company and from the publisher.

This Promotion does not constitute a "*contest*", since it falls within the exemption provided by art. 6 paragraph 1 letter a) of the Decree No. 430/2001, stating that: "*Contests provided for the development of literary, artistic or scientific works, are not to be considered contests, as well as the show of projects or studies in commercial or industrial areas, where the reward for the selected work is intended as a remuneration for the work or represents the recognition of a personal merit or a way to encourage in the people's interest.*" The Promoting Company shall have the exclusive disposal of the Contents, and it will be able to publish them on the social networks webpages, blogs, on its website and on its magazine, mentioning the name of the Participant. The Winners of the Promotion accept that they may be contacted by the Promoting Company with regard to the Promotion, and they accept to take part to any advertiser event connected to the Promotion, giving the Promoting Company the right to use their name and/or their Content.

## 5. ADVERTISING

The Promotion, its mechanics, the present document, will be published on the website <http://campofiorin.com/campofiorin50/> and on other mass media that the Promoting Company wishes to use, included social networks like Facebook, Twitter, Instagram and Masi's website <http://www.masi.it/>. The Promotion may be advertised also on the web pages of the Promoting

Company on the social networks, according to the way chosen by the said Promoting Company. The advertisement will be in accordance with the content of the present document.

## **6. MISCELLANEOUS**

The participation to the Promotion is free, exception made for the expenses of internet connection necessary for the participation.

The Promoting Company is not liable for events not due to its fault, such as for example but not limited to: the access, the obstacle, or difficulties regarding the connection to the internet system of the Promoting Company, of Instagram or the other social networks, which may prevent the Participant from taking part to the Promotion.

The Prize is not transferable and cannot be reimbursed nor changed into money. In case the Promoting Company is not able to provide the said Prize, it has the right to provide, instead, an equivalent or superior value prize.

Every Participant is responsible for the content of his/her Content. Content protected by copyright and/or produced by third parties, or however liable of violation of copyrights, shall not be uploaded.

As far as provided by the applicable law, the Promoting Company is allowed to suspend, modify or interrupt the Promotion if, discretionally, it believes that a damage, an error, an interruption may be compromising the management, the safety, accuracy, precision or the correct development of the Promotion; in such case, the Prize will be assigned, if possible, among the Contents uploaded and not affected by the issue.

The Participants accept to be bound by the hereby official terms and conditions and by every decision of the Jury, which are incontestable.

## **7. PRIVACY**

According to art. 13, of the Legislative Decree No. 196 of 30 June 2003, personal data provided by the Participants will be used to the scope of participation to the Promotion, delivery of the Prize and any consequent duty.

Masi Agricola S.p.A., with legal office in Via Montenapoleone 26, 37015 Gargagnago di Valpolicella, is the *data controller*.

The Participants consent to the publication of their name and Content on the website and on the social networks of the Promoting Company.

The Participant, as data subject, benefits of the rights provided by art.7 of the mentioned law, among which the right to access data regarding him/her and to amend them. The Participant may use such rights by making request to Masi Agricola S.p.A., with legal office in Via Montenapoleone 26, 37015 Gargagnago di Valpolicella.

