

## Competition rules for '#gentsefietsen 2020'

### 1. Organisation

These rules govern the arrangements for the 'Deel je #gentse fietsen' competition, organised by De Fietsambassade Gent vzw (Botermarkt 1, 9000 Ghent), hereinafter referred to as the organiser. The competition runs from 6 July to 31 August 2020.

### 2. Conditions for participation

Participation is for natural persons. However, minors may take part in a competition only if they have the express consent of one of their parents or guardian. If a minor participates in a competition, the organiser assumes that he/she has permission from his/her parents/guardian. If the minor is unable to present this consent, he or she may be denied further participation in the competition at any time, or his or her right to a prize may be withdrawn. Employees of the organiser may not take part.

Participation in the competition during the period described above is only possible using the hashtag #gentse fietsen and the tag @defietsambassadegent, linked to a striking photo that ties in with the concept of the campaign 'De Gentse Fietsen Route': sharing the positive experience of cycling in Ghent. Participating messages with the hashtag #gentsefietsen and tag @defietsambassadegent will be posted publicly on the personal social media channels, Facebook and/or Instagram. Submissions via restricted accounts will therefore not be allowed to take part. By using the above hashtags and tags to take part in the competition, participants agree to the competition rules.

The participants grant the organisation free permission to publish creative products without any restriction on [www.defietsambassade.be](http://www.defietsambassade.be) and other online channels under the editorial responsibility of the organiser. The participant indemnifies the organiser against all possible claims in connection with his or her creative input. This means that all photos must be original and may only have been created by the participant(s). Copyrighted material of third parties may not be incorporated in any way, unless all necessary consents of the rightholders are available. The organiser is not obliged to publish and/or use the products and can remove creative input at any time and for any reason.

### 3. Competition structure

The winner is the participant who has fulfilled the above conditions of participation and is determined by a jury. Each person can only participate in each draw with messages that are clearly different from each other. The jury consists of three members of staff of De Fietsambassade Gent vzw.

The jury uses the criterion of creativity and linking the message to the concept of the campaign as described above. The four monthly winners are determined by consensus. Participants who meet the jury's criteria but were not selected as the winner can still be awarded a prize by the jury.

### 4. Prize

The four monthly winners each become the owner of a Ghent Gift Voucher worth 50 euros.

The principle that 4 prizes will be given away each month will be respected, provided that there are sufficient qualitative entries. In order to enjoy the prize, a winner must provide the organiser with their own personal data. The organiser is responsible for sending the prizes to the winner's e-mail address. The prize is personal, non-transferable and may not be exchanged for cash.

The winner agrees to take part in publicity and promotional activities associated with the award and presentation of this prize. The winner agrees that his/her message (text and image) can be used for

publicity and promotional purposes by the organiser without any compensation and regardless of the medium.

Winners will be announced on <https://www.defietsambassade.be>. The winner will also be informed via personal social media. If the winner does not respond within 10 working days and if the winner is unable to confirm his/her full details within 20 working days, he/she will be deemed to have waived the prize. This winner loses any right to compensation in any form whatsoever.

## 5. Privacy

Participants' data are processed by De Fietsambassade Gent vzw, Botermarkt 1, 9000 Ghent. The personal data will not be made public and will only be used to further inform the participant within the context of this competition. The data will not be used for other purposes. The data subject has the right to access and rectify the stored data at any time. If the data subject does not wish to receive any further information regarding the purposes indicated, they simply have to contact the organiser of the competition at the e-mail address [info.defietsambassade@stad.gent](mailto:info.defietsambassade@stad.gent). The data will not be passed on to third parties. A more comprehensive overview of our policy on the processing of personal data can be found at <https://fietsambassade.gent.be/nl/privacyverklaring>.

## 6. Complaints

All disputes concerning the application of these rules will be settled autonomously by the organiser; simply send an e-mail with the complaint to [info.defietsambassade@stad.gent](mailto:info.defietsambassade@stad.gent) within 10 working days.

## 7. General

The organiser reserves the right to suspend or withdraw the competition at any time in any jurisdiction if it is forced to do so for legal reasons or for compelling self-regulatory reasons, without any right to compensation or concessions in respect of the participants. If changes are made to the rules, they will be communicated on <https://www.defietsambassade.be>. All situations not expressly provided for in these rules will be dealt with independently and in all reasonableness by the organisers.

In case of abuse, deception or fraud, De Fietsambassade Gent vzw explicitly reserves the right to exclude the participant in question from taking part in the competition.

The organiser is not responsible for any damage, physical injury or accidents that may occur as a result of participation in the competition and/or use of the prize. Should a third party in any way hold the organiser liable for any damage caused by participation in the competition and/or use of the prize, the participant or winner in question will fully indemnify the organiser in this respect.

## 8. Acceptance of the rules

By participating in this online competition, the participant accepts the competition rules and all decisions that the organiser will make in connection with the competition.