



#MyHappyCoffee

photocontest

RULES

Nuova Simonelli invites to **celebrate the #internationalcoffeeday taking part to #MyHappyCoffee photocontest** photographing your October 1st.

Art. 1 - Institution

The Instagram Contest is organised by the staff of Nuova Simonelli. All photos taken during October 1st (the International Coffee Day) are valid.

Art. 2 - Participation

The competition is open to everybody. Participation is free, through sharing a profile on Instagram.

Art. 3 - Period

The Instagram contest starts October 1st at 0.00 AEST time and ends on October 1st at 23.59 BEST time.

Art. 4 - How to participate

- Follow the Instagram profile @nuovasimonelli;
- Post photos with your smartphone or tablet on your Instagram profile (you can create one for free);
- Put hashtag #MyHappyCoffee #InternationalCoffeeDay @nuovasimonelli in the image comment to automatically enter the photo in the competition.

There is no limit to the number of contest entries you can publish. The photo with the most likes within 23:59 BEST time on October 1st wins the contest.

Art. 5 - Counting

The number of likes for photos posted with the hashtag #MyHappyCoffee #InternationalCoffeeDay and tag @nuovasimonelli.

Art. 6 - Responsibilities and obligations

Participants confirm and certify that:

- They took photos of cappuccino or latte art they created themselves;
- The photos do not contain obscene, sexually explicit, violent, offensive or defamatory material;
- The photos do not contain material discriminating by gender, ethnicity or religion;
- The photos do not contain political material;
- Participants have obtained permission to post from anyone in the photo;
- It is the responsibility of each participant to ensure that publication of any photo does not raise any legal dispute;

- The competition staff has the right to eliminate any photo deemed unsuitable, which does not meet these criteria;
- The winner agrees to state, in all relevant communication, that their winning photo has won a prize from Nuova Simonelli.

Art. 7 - Publication

The participant relinquishes all rights any photo entry, so Nuova Simonelli S.p.A. may use them freely. In any reuse through Instagram, the author will be cited with their Instagram "nickname" or their own name if the participant declares and requests this. Participation in the contest implies acknowledgment and acceptance of these terms and consent to the processing of personal data.

Art. 8 - Awards

The winner will get a Grinta on demand coffee grinder.

Art. 9 - Winners Announcement

The winner will be contacted by the competition staff in the week after the contest finishes (October 3-8), through Instagram DIRECT and will later be declared the winner in a separate post on the @nuovasimonelli profile.

Art. 10 - Advertising

This notice is published on www.nuovasimonelli.it and is distributed through social networks.

Art. 11 - Privacy policy

Pursuant to Legislative Decree 196/2003, personal data provided by entrants are collected solely for the purposes of the award. The individual has a right of access to data concerning themselves and to correct, update, complete or delete any data that is erroneous, incomplete or that does not conform to the law.

Belforte del Chienti (Italy), September 20th 2016