



## TERMS AND CONDITIONS OF THE PROMOTION

### **“Memories under the Christmas tree”**

#### **1. PROMOTING COMPANY**

The promoting company of the promotion “Memories under the Christmas tree” (hereinafter the “**Promotion**”) is Tenuta di Castelfalfi S.p.A., with registered office in Castelfalfi, 50050 - Montaione (FI), VAT number and Tax Code 05630340486, represented by the General Manager Mr. Roberto Protezione (hereinafter the “**Promoting Company**”).

#### **2. PROMOTION DURATION**

The Promotion will last from November 15, 2024 to December 22, 2024 (the “**Promotion Duration**”), subject to any extensions that the Promoting Company reserves the right to provide.

#### **3. RECIPIENTS**

The Promotion is open to any individual who is at least eighteen years old and who, during the Promotion Duration, has registered on the following website: <https://www.castelfalfi.com/it/landing/contest-natale-a-castelfalfi> (the “**Website**”) and maintains the registration throughout the Promotion Duration (hereinafter the “**Participant**” or, in plural, the “**Participants**”).

#### **4. PARTICIPATION METHODS AND PRIZES**

In order to participate in the Promotion, the Participant shall (i) connect to the Website and complete the registration form by correctly, completely, and truthfully providing the required information on the Website, according to the procedures provided by the Website itself (hereinafter the “**Truthful Registration**”), (ii) subscribe to the Promoting Company’s newsletter and (iii) share a short text, i.e., a story, a short tale, or an anecdote - with a maximum length of 100 (*one hundred*) characters - that represents an artistic, funny and/or creative idea related to the Christmas theme (the “**Tale**” or, in plural, the “**Tales**”).

The subscription to the Promoting Company’s newsletter as well as the correct filling in of all required information in the *form* is essential to participate to the Promotion. The data required for the filling in of the *form* during the Truthful Registration phase may include: first name, last name, date of birth, residency/domicile, e-mail address, phone number, and Instagram username. To complete the registration, it is necessary to review the privacy policy available at the following link ([https://castelfalfi-assets.imgix.net/documents/Informativa-Privacy\\_Premio-Natale\\_ENG\\_final.pdf](https://castelfalfi-assets.imgix.net/documents/Informativa-Privacy_Premio-Natale_ENG_final.pdf)).

Each Participant may publish, during the Promotion Duration, multiple different Tales, yet will only be entitled to participate in the Promotion once.

At the end of the Promotion, and no later than December 23, 2024, a jury composed of internal members of the Promoting Company (the “**Committee**”) will evaluate all the Tales received in the context of the Promotion and select the top 3 (*three*) Tales of the Promotion (hereinafter the “**Winners**”). The judgment and choices of the Committee are final and based on the following objective criteria:

- Originality and creativity of the Tale;
- Communicative ability of the Tale;
- Compliance of the Tale’s subject with the theme of the Promotion.



If substantially similar Tales are received from different Participants, the Committee will select only the best version of that idea, as determined at its sole discretion.

Within the framework of this Promotion, the Committee will award the following prizes (the “Prizes”) as personal recognition and compensation for the work provided:

- the Winner selected by the Committee as the first classified will receive no. 1 (*one*) one-night stay in a Deluxe room at Il Castelfalfi for 2 (*two*) people, breakfast included, with an economic value of Euro 950.00 (*nine hundred fifty/00*) (the “**First Prize**”);
- the Winner selected by the Committee as the second classified will receive no. 1 (*one*) dinner at the restaurant La Rocca of Castelfalfi with tasting menu and wine pairing (basic) for 2 (*two*) people, with an economic value of Euro 600.00 (*six hundred/00*) (the “**Second Prize**”);
- the Winner selected by the Committee as third classified will receive n. 1 (*one*) Daily SPA entry at the SPA of Il Castelfalfi for 2 (*two*) people, with an economic value of Euro 240.00 (*two hundred forty/00*) (the “**Third Prize**”).

The Winners of the Prizes will be announced on December 24, 2024, through the *social network* of the Promoting Company. The Promoting Company will also send the Winners an email containing the Prize no later than January 31, 2025 (the “**Notification of Winning**”). The Promoting Company will not be responsible for any shipping/assignment issues of the Prizes due to errors in the communication of personal data by the Participant at the time of the Truthful Registration. Furthermore, the Promoting Company assumes no responsibility if the Notification of Winning is not completed due to issues related to the e-mail address provided by the Participant during Truthful Registration (such as a disabled, non-existent, or full mailbox) and/or due to access problems, impediments, malfunctions, or difficulties in using it or for any other reasons beyond the control of the Promoting Company.

The Winners will be able to use the Prizes as of March 20, 2025, and until December 31, 2025, subject to prior reservation with the Promoting Company as well as to the availability of Il Castelfalfi and/or the restaurant La Rocca of Castelfalfi. The methods of reservation of the Prize will be communicated to each Winner through the Notification of Winning sent by the Promoting Company via e-mail and/or showed to the Participant through the social networks of the Promoting Company. It is understood that, at the moment of the reservation, the Winner shall provide the Promoting Company with the personal data of his/her companion.

Anything not expressly included in the Prize description is to be borne by each Winner.

This Promotion does not constitute a prize competition pursuant to the provisions of D.P.R. 430/2001, as it falls under the exclusion case referred to in art. 6, paragraph 1, letter a), that is, announced “*for the production of literary, artistic works [...] in which the awarding of the prize to the author of the chosen work is considered as compensation for the work performed or represents the recognition of personal merit or a title of encouragement in the interest of the community*”.

In particular, the Promoting Company, through this Promotion, intends to reward the Tales considered the best ones from an artistic point of view and according to the objective criteria indicated previously. The Prizes therefore represent a compensation for the performance carried out by the selected Winners, considering that, without this constituting an obligation, the Promoting Company may use the Winners’ Tales for its own communication and, in particular, may publish them on its own Website, or on other social networks and/or through any means of communication considered appropriate, possibly with the indication of the respective



author's name. In this regard, through the participation in the Promotion, each Participant assigns, free of charge, to the Promoting Company, the right to use (including for advertising purposes), modify, reproduce, even partially, disseminate (by any means allowed by technology and in the manner considered most appropriate by the Promoting Company), distribute, prepare derivative works, display and disclose in any format and through any channel all Tales shared by each Participant within the scope of this Promotion.

#### **5. ADVERTISING**

The Promotion, its methods of execution, together with these terms and conditions, will be made known on the Website, on other web channels and on other means that the Promoting Company deems appropriate to use.

#### **6. MISCELLANEOUS**

The Participation in the Promotion is free. The costs for connecting to the internet, which are borne by the Participant, will not incur any additional costs due to participation in this Promotion.

The Promoting Company reserves the right to possibly foresee some additional promotional initiatives to facilitate the end consumer during the Promotion: in particular, extensions or supplementary prizes that can be obtained in addition to what is already provided may be offered.

The Promoting Company reserves the right to carry out any verification related to the correct participation in the Promotion. In case of confirmed irregularity in the participation in the Promotion, the Prize shall not be awarded.

Each Participant is solely responsible for all Tales shared within the context of the Promotion. All Tales must be eligible for participation in the Promotion itself. Tales that are off-topic, offensive, not in line with the Promotion itself, offensive towards the products and/or the *brands* of the Promoting Company, infringing the copyright of third parties' works, derogatory towards works of art, contrary to public decency and/or morality, and/or contrary to any of the provisions of these terms and conditions (the "**Non-Compliant Tales**") shall not be accepted. The Promoting Company reserves all rights and actions regarding any Non-Compliant Tales, with the consequent possibility of excluding the related Participants from the Promotion at any time.

The Promoting Company assumes no responsibility for events not attributable to the Promoting Company itself, such as, by way of example, but not limited to: impediment, malfunction or difficulty concerning the Website or internet connection or any other cause beyond the control of the Promoting Company that may inhibit the Participant from participating in this Promotion, as well as in the case of fraudulent use by third parties of the Truthful Registration.

#### **7. PRIVACY**

The personal data provided by the Participants will be processed in the manner and for the purposes described in the privacy policy available in the registration form of the Promotion and at the following link ([https://castelfalfi-assets.imgix.net/documents/Informativa-Privacy\\_Premio-Natale\\_ENG\\_final.pdf](https://castelfalfi-assets.imgix.net/documents/Informativa-Privacy_Premio-Natale_ENG_final.pdf)).