

OFFICIAL RULES INSTAGRAM PHOTO CONTEST

#MULLERTHALTRAILMOMENTS

1. Organiser

The "Office Régional du Tourisme Région Mullerthal - Petite Suisse Luxembourgeoise " is the organiser of the photo contest #mullerthaltrailmoments.

2. Aim of the contest

The aim of the contest is to celebrate the 15th anniversary of the Mullerthal Trail and to continue to raise its profile. This will be achieved by participants capturing their best moments on the Mullerthal Trail and sharing them on Instagram.

3. Duration of the contest

The contest will run from 14 April until 15 August 2023.

4. Nature of the contest

The contest is a "free competition" and there is no cost to enter it.

5. Communication of the contest

Over the duration of the photo contest, it will be promoted via the social network Instagram www.instagram.com/mullerthaltrail/. In addition, the contest will be advertised online on www.mullerthal-trail.lu, via campaign postcards and in various print media.

6. Conditions of participation

The contest is open to anyone over the age of 18 who has an Instagram account. The user profile must be public so that the responsables of the Mullerthal Trail can view the images. In order to take part, participants must post a picture on their Instagram profile that captures a special moment on the Mullerthal Trail. In addition, the photo must include the following hashtag #mullerthaltrailmoments and be tagged @mullerthaltrail.

By entering the contest, entrants agree that images will not contain obscene, sexual, violent, abusive, inflammatory or defamatory content. They also agree to give the rights to publish the persons and institutions appearing in the photos.

A jury consisting of representatives of the Mullerthal Region will select the winners from among the participants.

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Each participant can post more than one picture, but can only win one prize. Images uploaded outside the prescribed time period cannot be considered in the contest. The organiser reserves the right to exclude participants from the contest who upload inappropriate images, or display inappropriate behaviour and violate Instagram's terms of use (www.instagram.com/legal/terms). The #mullerthaltrailmoments photo contest is not associated with Instagram and is not endorsed, sponsored or organised by Instagram.

7. Prizes

All participants will be entered into a draw for high quality Mullerthal Trail prizes - including accommodation or meal vouchers and admission to museums.

8. Announcement of the winners

At the end of the contest, the jury will meet and select the winners by 31 August 2023. They will be contacted via private message on Instagram on 1 September 2023 and asked for a valid email address for future communication. If a valid e-mail address is not submitted within the first 10 days, a subsequent winner will be selected using the same process described above.

9. Awarding of the prizes

It will be agreed with the winners individually whether the prize will be presented at a prize-giving ceremony or whether the prize will be sent to them.

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10. Assignment of rights/ permission to use the submitted material

By participating in the contest, participants allow the "Office Régional du Tourisme Région Mullerthal - Petite Suisse Luxembourgeoise" to use the images for web purposes in digital and print media without any time limit. Winners of the contest grant the organiser the rights to use and publish the content relating to the contest as well as for other advertising purposes without any time, content or geographical limitation. These rights of use also include the permission to make copies and reproductions. No remuneration shall be paid for the granting of the simple right of use within the scope of the purpose of use for the use of the author's content. In the event of winning, the participants also agree to grant this right of use, which includes the adaptation of the work.

However, the Office Régional du Tourisme Région Mullerthal - Petite Suisse Luxembourgeoise is not obliged to publish the participating content.

Participants agree that in the event of winning, the legal address as well as the first and last name of the participant will be collected and used for contact purposes. In the event of publication of the content, this will always be done under the name of the published Instagram profile.

11. Processing of personal data

The personal data collected will be processed by the organiser exclusively for the purposes of the contest participation. The data will be treated strictly confidential and processed in accordance with regulation (EU) 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (GDPR). This data will not be disclosed to third parties without specific instructions from the contest participant. The relevant legal and official regulations apply. Personal data will be stored only for as long as necessary for the purposes for which they are processed and in a form which permits identification of data subjects. In accordance with the GDPR, the contestant has a right to information, access, rectification, erasure and transfer in relation to personal data concerning him/her, as well as a right to restrict the processing of his/her data or a right to object to data processing. He can exercise these rights by sending a request to the following address: Office Régional du Tourisme Région Mullerthal - Petite Suisse Luxembourgeoise, B.P. 152, L-6402 Echternach