

# “Instagram Competition Rules”

## Article 1 — Object

Blackdivine LLC (hereinafter ‘ the Organizing Company ’ or ‘Blackdivine’ ), an American company, with its registered office located at 60 Broad Street, suite 3502 10004 New York, NY, USA - entered in the trade and companies register under the reference number 263741720, is organizing a competition\* (hereinafter ‘ the Competition ’), running from 04/24/2019 00h00am to 04/24/2019 11h59 pm via the Instagram platform, at <https://www.instagram.com/lajourneedelinfidelite/> and promoted via the Facebook social network and Twitter social network.

*\* free to enter competition with no obligation to purchase*

## Article 2 — Entering the competitions

### 2.1 Entry conditions

This Competition is open to any individual, whether an adult or a minor with parental consent, resident in France or elsewhere, (hereinafter ‘the Entrant ’), other than employees of the structures organizing the Competition and any individuals directly or indirectly involved in organizing or running it, as well as these parties’ spouses and family members, whether ascendants or descendants.

When the winners are being designated, the Organizing Company reserves the right to ask any Entrant to prove that he or she meets these conditions. Any individual who does not meet these conditions or who refuses to prove this shall be disqualified from the Competition and may not, even as a winner, receive the prize. Likewise, any misleading declarations or statements of identity or address shall give rise to the immediate disqualification of the Entrant.

Any individuals wishing to enter the competitions must already have an **Instagram account** (application for sharing photographs) **and be a follower of the Organizing Company’s Instagram account**. Entry to the competition is accessible via : <https://www.instagram.com/lajourneedelinfidelite/>

By entering the Competition, participants are indicating their full acceptance of the present regulations.

### 2.2. Procedure for entry

To participate, it is necessary to:

- 1 / Follow @lajourneedelinfidelite account on Instagram
- 2 / Create an original post showing how the entrants decided to change their routine / being unfaithful to their old habits on that specific day
- 3 / Share the post (photo, video or story) on his personal Instagram account in "public" mode, tag @lajourneedelinfidelite and use the hashtag #lajourneedelinfidelite

For this competition, 6 winners will be drawn by the organizing company. Of these 6 winners, there will be an ‘overall winner’ and 5 ‘additional winners’. Entry into the Competition may only take place via the Instagram platform. In view of this, any entries submitted by telephone, fax, post or email shall be ignored. Entering the competition indicates full and absolute acceptance of all provisions of the present regulations, of the rules of conduct generally applied on the Internet, and of the laws and rules applicable to free to enter competitions.

Any entries that are incomplete or inaccurate, or that do not follow the procedure set out above (in particular through a failure to include the hashtag #lajourneedelinfidelite) shall not be considered and so shall invalidate the entry.

### **Article 3 — Prizes**

The prize for this competition shall be as follows :

- For the overall winner : an “Unusual Weekend” valued 300Euros (from Wonderbox or equivalent)
- For the 5 other winners : a Fragrance prize (l’Amanturière)

The entrants undertake that, should they win, they shall accept the prize offered them, without the possibility of exchanging these items in particular against cash payment or other products or services of any kind.

The Organizing Company reserves the right to replace any prize with another prize of equivalent value and characteristics, whatever the reason for this replacement, without incurring liability in this regard.

### **Article 4 — Awarding of prizes**

The winners shall be contacted by the Organizing Company, within 15 days of the closing date of the round of the competition, by direct (private) Instagram message, and asked to provide their full personal details (first name, last name, address, telephone number, email address) as required in order to award the prize.

Prizes shall be sent within two months of the date on which the winners are designated. The prizes shall not be dispatched by the Organizing Company itself, which rejects any responsibility regarding their delivery.

In the event that a winner fails to get in touch within 7 days of the results being announced, he or she shall be deemed to have renounced the prize and another winner shall be designated for the prize concerned.

The winner must comply with the provisions of the regulations. Should it transpire that the winner does not meet the criteria laid down in the present regulations, he or she shall not be awarded the prize.

No objections or claims of any kind may be made with regard to the prize. The winner undertakes to refrain from attempting to hold the Organizing Company liable in any way as regards the prize.

Each prize must be accepted in the condition in which it is announced. No changes of any kind may be sought by the winner, for any reason. No financial consideration, ‘quid pro quo’ or equivalent payment may be sought as total or partial replacement for the prizes.

It is stipulated that the Organizing Company shall not provide any services or guarantees, with the winnings consisting exclusively of the prizes presented as indicated above.

### **Article 5 — Use of personal data**

5.1 In the course of the Competition, the entrants shall provide the Organizing Company, as sole recipient, with personal data concerning them.

The entrants’ personal details shall be used in accordance with the provisions of the law on ‘ Information Technology and Civil Liberties ’ passed on the 6th January 1978 or of any other law that replaces it.

5.2 The winners expressly authorize the Organizing Company to use for publicity or public relations purposes their personal details (surnames and forenames), via any media, without limitation or qualification, and without said use entitling them to remuneration or benefits of any kind other than the awarding of their respective prizes.

5.3 Each entrant has the right to access, modify, correct or remove the information concerning him or her by writing to the following address :

Blackdivine LLC  
60 Broad Street, suite 3502  
New York, NY 10004  
USA