

Rules and terms of participation in the prize draw “Two Million Reasons Why We Feel Slovenia 2019”

1. General provisions

The prize draw is organised by the Slovenian Tourist Board, Dimičeva 13, Ljubljana, Slovenia (hereinafter the organiser or STB). All users of social networks (Facebook, Instagram, Twitter, etc.) who have a public profile and who use the hashtag #ifeelsLOVEria with their posted photos and videos may participate in the prize draw. The prize draw will be held on social networks from 21 January 2019 through 28 July 2019. The prize draw will include photos and videos posted from 21 January 2019 through 28 July 2019. The prize draw is being held in order to promote and enhance Slovenian tourism and to show the beauties, gems and hidden corners of Slovenia as identified by users of social networks. One of the key objectives of the prize draw is to obtain user-generated posts and to increase influence marketing in the best possible manner by way of the opinions of users that are believed and trusted by other users of social networks (friends).

2. Method and terms of participation in the prize draw

The prize draw is open to all users of social networks (individuals over 18 years of age) who have user accounts on social networks.

Participants must post photos or videos on their public profiles on their social network accounts that include the hashtag #ifeelsLOVEria (the use of an initial capital letter is also permitted).

Each participant may post as many photos or videos as they wish. Participants must be able to prove that they are the holder of the copyright for publication on social networks and that the uploads do not breach any copyrights. Should a post include a photo or video that includes individuals, the participant shall assume the responsibility to obtain their consent to the publication of those photos or videos for purposes of participation in this prize draw.

The organiser of the prize draw will hold a weekly selection of photos and videos every Monday during the campaign between 21 January 2019 and 28 July 2019 at the headquarters of the organiser STB, Dimičeva ulica 13, 1000 Ljubljana, Slovenia. A 3-member expert panel will review all posts with the hashtag #ifeelsLOVEria on social networks that they identify via various online platforms for monitoring posts. The expert panel will select the three best photos or videos of the week pursuant to the

following criteria: interactivity, quality, content and technical compliance of the post. The selected photos and videos and the username, first and last name of the winner will be published on the page for the Two Million Reasons Why We Feel Slovenia campaign (in Mediterranean and Karstic Slovenia and Ljubljana and Central Slovenia).

3. Description of the prize

Weekly prize: Weekly winners will receive an I Feel Slovenia promotional t-shirt. The weekly prizes are worth less than EUR 42.00, therefore in accordance with the Personal Income Tax Act (ZDoh-2), no income tax will be withheld, nor shall the value of the prize be included in the recipient's taxable income.

Grand prize: The organiser will hold a draw for the grand prize, i.e. participation in a multi-day "Instameet" organised by the Slovenian Tourist Board, which will be held in September 2019, from among the weekly winning photos or videos posted exclusively by individuals who do not have a residence in Slovenia. The grand prize will include transport, food and accommodation. The draw for the grand prize will be held in August 2019. The 3-member expert panel will conduct the draw such that the grand prize winner will be selected at random from among the weekly winners selected during the contest who do not have a residence in Slovenia. The organiser will calculate and pay the winner's withheld income tax. In order to claim the prize, upon receiving the written notice, the winner must provide the STB with the following personal data: first name and surname, precise address of permanent residence, place of residence, tax number and tax authority. Prizes cannot be paid out in cash or transferred to third parties.

4. Notification of winner and awarding of prize

The selection of the winner is final. The winner will be notified via a direct message from the profile Feel Slovenia (STB) via the social network on which their photo or video was originally posted. If the winner does not respond within 72 hours of receipt of the notice, they shall lose their right to claim the prize.

5. Personal data protection

By participating in the prize draw, participants in the prize draw authorise the organiser of the prize draw to collect, process and store the personal data provided in accordance with the applicable laws governing personal data protection. The administrator of the personal database will be the organiser of the prize draw – the STB. The participants to whom the personal data relate shall have certain rights associated with personal data, which are listed at <https://www.slovenia.info/sl/porabniskepravice>. The organiser of the prize draw shall use the winners' personal data solely for purposes of conducting the prize draw.

The organiser of the prize draw shall send the grand prize winner's personal data only to those third parties (local tourism operators/organisations and other tourism providers) that participate in the Instameet organised by the Slovenian Tourist Board and that are stated in the itinerary. The data will be provided in order to provide the necessary support for the organisation of the trips to the destinations listed on the itinerary.

By participating in the prize draw, participants, in the event that they are selected as winners, expressly consent to the publishing of their personal data (username, first name and surname) on the Feel Slovenia Facebook page and on the Two Million Reasons Why We Feel Slovenia page on the www.slovenia.info website.

6. Liability and complaints

The organiser cannot influence any circumstances of a technical nature that may prevent users from participating in the prize draw. The organiser shall not be liable for such circumstances.

7. Familiarity with the rules of the prize draw

By participating in the prize draw, participants agree to the rules of the prize draw, which have been published on the www.slovenia.info website. The organiser reserves the right to amend these general terms and conditions, and undertakes to publish the amended terms and conditions on www.slovenia.info any time that they are amended.

8. Resolution of disputes

The court with subject-matter jurisdiction in Ljubljana shall have jurisdiction over any disputes arising in relation to the prize draw.

Ljubljana, January 2019

Slovenian Tourist Board