

TERMS AND CONDITIONS - 30 YEARS AMERICA TODAY

General

- These Promotion Terms and Conditions apply to the "30 YEARS AMERICA TODAY" Promotion (hereinafter: the Promotion) of AT B.V. (hereinafter: America Today) with its registered office in (1112 TA) Diemen at the address Diemermere 1. The Promotion Terms and Conditions can be viewed at www.america-today.com/30years.html. The Promotion aims to promote the 30th anniversary of America Today.
- America Today reserves the right to terminate the Promotion or change the rules, prizes, terms and conditions, provisions, or other information at its own discretion, without giving prior notice thereof, and without America Today being held liable in any way for compensation towards the Participants. Changes or amendments to the Promotion Terms and Conditions and the cessation of or changes to the Promotion will be announced by America Today on its website. For the duration of the Promotion, the Promotion Terms and Conditions cannot be changed to the detriment of the Participants.
- America Today reserves the right to exclude entries that do not fully comply with the Promotion Terms and Conditions and/or their fraudulent or unlawful occurrence from participation.

Participation

- This Promotion is open to anyone living in the Netherlands and who has a permanent domicile where they are registered as a resident. Employees of America Today and other persons directly and/or indirectly involved in the organization/realization of this Promotion can participate, but have no possibility of winning the prizes.
- The Participant in the Promotion must be of age (18 or older) to have a chance of winning the grand prize.
- By participating in the Promotion, Participants declare that they agree with the applicability of the Promotion Terms and Conditions as described in this document.
- Participation in this promotion is online and is free of charge.

STRUCTURE OF PROMOTION

- The promotion runs from November 1 through November 14 (hereinafter: the Promotion Period).
- The Promotion will produce 1 grand prize winner in total.
- The grand prize winner wins a trip to New York (consisting of 2 return flights economy class, 2 nights in a hotel with a double room and EUR 500 spending money). The total value of the prize is EUR 2,500. The trip is valid for two people including the main prize winner. The trip will take place in the period from January 1, 2020 through March 31, 2020 and is based on the availability of the journey. The exact date of the trip is planned as much as possible in consultation with the main prize winner.
- The Participant in the Promotion can take a picture of themselves and search for "America Today" gifs via Instagram Stories. The Participant must then add their favorite shirt to their photo and then tag @america_today in their story.
- Each Participant can participate in the Promotion without restrictions.
- America Today reserves the right to remove a submission from the page and/or to disqualify a Participant if the entry is in violation of applicable laws and regulations, good morals or is offensive in any way or if it does not comply with one of the Promotion Terms and Conditions.
- The Participant with the most creative entry, as judged by America Today, wins the grand prize.
- On November 15, 2019 America Today will announce the winner on the Instagram account @america_today. The grand prize winner will receive a personal message via DM. The grand prize winner will be requested to make their full name and address publicly available. The grand prize winner must respond to the aforementioned email within 1 calendar week (7 days), otherwise the prize will expire and no further claim can be made to it. Other Participants do not receive a message.
- The prize is awarded exclusively to the grand prize winner, is non-transferable and cannot be exchanged for cash. No correspondence will be entered into regarding the result. America Today has the final decision-making authority with regard to the eventual prize winners of the Promotion.
- Where relevant, America Today will pay gaming tax on the prize awarded.

Liability

- Participation is at the Participant's own risk and America Today is not liable for any accidents or damage caused by participating in this Promotion. The Participant is responsible for the correct input and sending of the photo/Story.
- America Today cannot guarantee the accuracy of the information and accepts no liability for the consequences of its use or incompleteness in any way.
- America Today does not guarantee the lawful placement of photos/Story(ies) and the content of the photos/video(s) posted. America Today accepts no liability in this regard.
- America Today does not accept any liability for the content of external sites on which the photos/Story(ies) may be published (further).
- America Today is not liable for any damages caused to third parties as a result of the photos/Story(ies) published by the Participant. The Participant indemnifies America Today against any claims from third parties.

- America Today is not liable for any damages arising from this Promotion or the prize awarded by America Today. America Today gives no guarantees whatsoever on the prize awarded. Changes, typing or typographical errors are reserved.

Publication

- By tagging America Today in their Story, the Participant explicitly authorizes the use of their name on the website and America Today's own media channels such as, but not limited to, the website, newsletter, Instagram and Facebook. The winner of the prize authorizes America Today to use their name in promotional activities related to this Promotion and that they will provide any other desired cooperation in any promotional activities related to the Promotion to the extent that this may be reasonably required from them. The winner who cooperates in America Today's promotional activities is not entitled to any financial compensation for this.

- By uploading the photo and tagging America Today, the Participant transfers all current and future intellectual property rights arising from the photo to America Today without any limitation. America Today is therefore free to place this photo on the website and America Today's own media channels such as, but not limited to, the website, newsletter, Instagram and Facebook and use it for the commercial purposes of America Today in general, as well as in relation to this Promotion. Under no circumstances will this claim give rise to any entitlement to compensation.

- The Participant waives, as far as possible, their personality rights and portrait rights with regards to the photo to be taken and posted by America Today.

Final provisions

- Dutch law applies to this Promotion and these Promotion Terms and Conditions. Disputes will be submitted to the competent court in Amsterdam.

- The Promotion complies with the provisions of the Dutch Code of Conduct for Promotional Games.

- The Participant may send questions and/or complaints about this Promotion to marketing@america-today.com. Within 3 weeks after receiving the question or complaint, the Participant will receive a substantive response to the question or complaint by email.

Personal Data

- The Participants are required to provide correct, current and complete information. America Today may request Participants to provide proof of their identity. Participants who enter incorrect personal data or present themselves as someone else are not eligible to win the prize.

- The privacy statement regarding this Promotion can be found here: www.america-today.com/30years.html.

- All personal data is treated confidentially and the consumer's rights to the protection of their legitimate interests are strictly observed in accordance with legal requirements. The data required to perform the Promotion are stored in a database. The General Data Protection Regulation (GDPR) applies to this database. The Participant grants America Today permission to use their personal data for the organization and execution of the Promotion. The Participant can send a request to remove their personal data from the database to Customer Service in Amsterdam, email: service@america-today.nl under the subject reference: America Today Promotion. The relevant personal data will then be removed from the database as soon as possible. With that request to delete personal data, the Participant also terminates participation in the Promotion.