

TERMS AND CONDITIONS– WIN THIS ELECTRA BIKE

General

- These Promotion Terms and Conditions apply to the "WIN THIS ELECTRA BIKE" 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.nl/win-bike.html. The Promotion aims to promote America Today during black friday.

- 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 has a permanent place of residence or residence where he or she is registered as a resident. America Today employees and other individuals who are direct and / or indirectly involved in the organization / realization of this Promotion, can participate but do not have a chance to win 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 29 through December 1 (hereinafter: the Promotion Period).

- The Promotion will generate a total of 4 prize winners. The prize winners will be announced in the relevant store when the participant is able to unlock the bike with given code. After the promotional period, an appointment can be made to collect the bike in consultation with marketing@america-today.com.

- The prize winners each win an electric bicycle with a value between 1999 and 2699 euros. Making the total value of the prize package EUR 9,300.-

- From November 29, 2019, there will be one Elektra Bike in the following America Today stores and you can participate in the Promotion: Wijnegem (Belgium), Leidschendam, Rotterdam on Oude Binnenweg and Utrecht on Lange Elizabethlaan. When purchasing one or more products in one of the aforementioned participating stores during the Promotion Period, each customer will automatically receive a code. One code is assigned per customer. With this code the Participant can try to unlock the Electra Bike in the relevant store. There is a different lock with a unique code for each participating store.

- The Participant who has the winning code with which the slot can be cracked is the prize winner in that particular store. If a customer has participated in the Promotion in one of the four stores and has tried his or her code, he can no longer participate in the Promotion in one of the other participating stores.

- America Today reserves the right to disqualify a Participant if the participation is in violation of applicable laws and regulations, good morals or otherwise offensive or the Participant otherwise fails to comply with the Promotional Terms and Conditions.

- The winning codes are determined in advance by means of an independent draw. The prize winners are requested to make their full name and address data available (see below under Personal data).

- 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.
- 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 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.

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 in the internal app of America Today.
- 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.