



RULES OF THE 'SHOW OFF YOUR FOREST' CONTEST

The online communications agency, **EASYMATIC SL** (hereinafter, EASYMATIC), with Tax Identification Code B86310414 and registered office at Calle Rafael Calvo, 29 - 28010 Madrid, organizes for **FOREST EUROPE Liaison Unit Madrid** (hereinafter, LUM) the online photo and video contest called “Show Off Your Forest” (hereinafter, ‘THE CONTEST’) published on the website: <http://showoffyourforest.com/inicio>.

1. SCOPE:

International.

2. DURATION:

The contest will run from 16 October 2014 to 8 February 2015.

3. ENTRANTS:

Anyone over 18 years of age may enter the contest, except for employees of EASYMATIC, LUM and organizations and companies linked to the contest as ‘Sponsors’, and the relatives thereof. The list of sponsors is published on the CONTEST website: <http://showoffyourforest.com>

EASYMATIC reserves the right to check and investigate any entry in order to ensure that all the necessary rights are respected. Should EASYMATIC decide to investigate an entry or application to participate in accordance with the above, the Entrant concerned shall provide all relevant information and make every effort to cooperate with EASYMATIC. Otherwise, they will be automatically disqualified.

4. MECHANICS OF THE CONTEST:

- a. To participate in the contest it is a prerequisite to be registered on the contest website: <http://www.showoffyourforest.com/registrarse>. By registering, users accept the [terms and conditions](#) published on the website regarding the login



and use of the site and the different applications, as well as issues relating to [privacy, data protection and intellectual property](#). Each user will receive a confirmation email at the email account provided to activate their user account. Without this validation by the user, registration is void. Registration is free of charge.

- b. All photographs must show forests and forest regions that are within the pan-European scope and which are part of the FOREST EUROPE signatory countries. You can view the list of FOREST EUROPE signatory countries here: http://www.foresteuropa.org/about_us/signatories
- c. Each user can upload up to five photos for each of the two categories: Camera and Mobile. The minimum requirements to be met are published in detail on the CONTEST website, for both the mobile phone and digital camera category of the contest, and can be viewed here: <http://www.showoffyourforest.com/requisitos-tecnicos>.
- d. The central theme of the common content for the two categories is posted here: <http://www.showoffyourforest.com/informacion> and described below: "In 2014 we propose a new photographic challenge: show us how forests protect us and how we can protect *them*. We want you to show us, through one or more photos, what benefits forests provide us and how they protect us. Show us what threatens them and what would happen if they were not protected. Show us how they are being protected and how *you* can protect them. Because protecting forests means protecting ourselves! ".
- e. At the end of the voting period for users registered on the CONTEST website, whose deadline is 10 February 2015 at 23:59 PM UTC, voting by the professional panel will take place. The winners and finalists will be announced on the contest website on 26 February 2015.

5. SYSTEM FOR CHOOSING THE WINNING ENTRIES: VOTING

CONTEST winners will be chosen by a mixed voting system consisting of public voting and a Professional Panel.



5.1. PUBLIC VOTING

Any user who is registered on the CONTEST website, <http://www.showoffyourforest.com/registrarse>, and who meets the requirements of section 3 of these rules may vote in the contest.

For technical reasons and to prevent illicit use, the number of votes per person is limited to 5 votes a day and under no circumstances may a user vote for the same photo more than once.

At the end of the voting period, the 5 photos in each category with most public votes go on to the finals, along with 5 others selected by the LUM following criteria of artistic quality and clarity in reflecting the theme of the contest.

5.2. PROFESSIONAL PANEL

The members of the panel are published on the CONTEST website: <http://www.showoffyourforest.com/jurado>. The panel is formed by renowned professionals with extensive experience in the audio-visual and forestry sectors.

The Professional Panel will view the finalist entries selected during the month of February 2015, giving a score to each entry. Their decision, subject to the theme of the contest, will be based on three key criteria: quality, originality and creativity.

According to the scores obtained after the votes of the Professional Panel, 2 winning entries (2 in reserve), 2 finalists (2 in reserve) and 2 runners up (2 in reserve) will be chosen.

Once the winning entries have been selected, EASYMATIC reserves the right to request the original uncompressed files for the final check of the requirements demanded for participating works.

The decision of the Professional Panel is final.



6. PRIZES FOR WINNING ENTRIES

A single winner cannot receive two prizes. In no event may prizes be paid in the form of cash.

List of prizes:

PRIZE	PRODUCT	ECONOMIC VALUE
Winner Camera	Trip for two to a protected forest area in Spain. The prize includes airfare and hotel accommodation, plus meals and a guide who will accompany the winners in their two-day visit to the natural area.	1,500 Euros
Winner Mobile	Trip for two to a protected forest area in Spain. The prize includes airfare and hotel accommodation, plus meals and a guide who will accompany the winners in their two-day visit to the natural area.	1,500 Euros
Finalist Camera	Nikon D3100 +AFSDX18/55GII+BOOK +MOC+SD8GB camera and professional waterproof case.	450 Euros
Finalist Mobile	Nikon D3100 +AFSDX18/55GII+BOOK +MOC+SD8GB camera and professional waterproof case.	450 Euros
Runner up Camera	Two mountain garments consisting of a pair of Forcau Red trousers and a Mountain of Winter Softshell fleece.	200 Euros
Runner up Mobile	Two mountain garments consisting of a pair of Forcau Red trousers and a Mountain of Winter Softshell fleece.	200 Euros

7. NOTARIZED PRIZE DRAW

A prize draw will be held among all users who register on the contest website between 29 February 2015 and 10 November 2015 at 23:59PM UTC. The notarized draw will take place on Thursday 27 February 2015 at 19 h (GMT+1)



The notary will draw a total of 15 names from all those registered on the contest website. The first 5 will be the winners (first draw, first prize; second draw, second prize, and so on), after which the reserves will be drawn (first draw, first prize; second draw, second prize, and so on).

List of product lots to be raffled:

PRIZE	PRODUCT	ECONOMIC VALUE
1st Draw	'Tierra de Galicia' product lot	100 Euros
2nd Draw	'Tierra de Galicia' product lot	100 Euros
3rd Draw	'Tierra de Galicia' product lot	100 Euros
4th Draw	'Tierra de Galicia' product lot	100 Euros
5th Draw	'Tierra de Galicia' product lot	100 Euros

8. ANOUNCEMENT OF WINNERS AND DELIVERY OF PRIZES

EASYMATIC will communicate any news about the CONTEST through the CONTEST website: <http://showoffyourforest.com/inicio>, the FOREST EUROPE website: <http://foresteurope.org> and the official social networks of FOREST EUROPE on Facebook: <https://www.facebook.com/FORESTEUROPE> and Twitter: <https://twitter.com/FORESTEUROPE>

EASYMATIC will announce the complete list of winners on the CONTEST website on 26 February 2015. EASYMATIC will also contact each winner and reserve by email at the email address provided during registration.



Winners have a period of seven calendar days to accept the prize. This acceptance must be made by email replying to the EASYMATIC communication using the following email: sfmcontest@foresteurope.org.

After that period, if there is no communication from the winners, the prizes will be given to the reserves. If the incident is repeated the prize may be declared void and EASYMATIC may use it as it deems appropriate.

The cost of postage of the prizes shall be borne by EASYMATIC.

Under no circumstance may the prizes contained in this promotion be subject to change or alteration at the request of the contestants.

9. GUARANTEES

Entrants declare and assure that they are the author of the photograph, the legitimate owner of all property rights thereon and have full or shared and unlimited right to use or assign such rights.

The photograph shall not infringe the rights of others or violate the ethical code of FOREST EUROPE. In any event, EASYMATIC reserves the right not to publish any photographs it deems inappropriate because they violate any of the aspects included in these rules. EASYMATIC assumes that the author of the work has the authorization and/or permission of any persons appearing in the photos submitted, the author bearing all liability relating to the right to privacy.

Entrants warrant and are liable to EASYMATIC for compliance with the provisions on Intellectual Property and image rights regarding the photographs submitted, declaring that their dissemination and/or reproduction in the context of the competition and these rules does not injure or harm any third parties and personally assuming any liability that may arise therefrom.

Entrants assure EASYMATIC that they know and expressly accept all the Rules of the SHOW OFF YOUR FOREST contest and any amendment thereto that EASYMATIC has published in the media of FOREST EUROPE until the end date of the contest and declare that the photographs they submit to the Contest comply strictly with the



requirements set forth in these Rules and with the Terms and Conditions of the Contest.

[See the Disclaimer for more information.](#)

10. COMPENSATION

Since EASYMATIC acts in good faith within the scope of the rights conferred on it by the Entrant in connection with the photos submitted, in accordance with these terms and conditions, each entrant agrees to compensate EASYMATIC for any expenses arising from any administrative or judicial claim filed against it by a third party.

11. ASSIGNMENT OF RIGHTS

The authors of the winning photographs assign to LUM the non-exclusive, non-profit and royalty-free right of use, dissemination, distribution, public communication, reproduction and exhibition of the photos submitted.

Entrants therefore authorize LUM to reproduce, use and disseminate their name, surname, image and voice in any promotional activity that is related to THE CONTEST in any media including the Internet, without such activities granting them the right to any remuneration or any benefit other than the prize awarded under these rules.

12. DATA PROTECTION

EASYMATIC ensures full and complete compliance with the obligations established by Act 15/1999 on Personal Data Protection. EASYMATIC undertakes, therefore, to protect the privacy of the Entrants and will only use their personal data in the context of this contest.

The personal data consisting of the name and surname, country and e-mail address of entrants will become part of a database owned by EASYMATIC, in order to manage THE CONTEST, deliver the prizes won and send communications with news about THE CONTEST. These data may also be transferred to any of the FOREST EUROPE signatory countries for organizing future editions of THE CONTEST.



If you are not interested in receiving the communications or if you want to access, oppose, correct or cancel the data contained in this file, please send us an email enclosing your ID to the following address: sfmcontest@foresteurope.org

[See Privacy Policy.](#)

13. GENERAL CONDITIONS

Employees of EASYMATIC or LUM, or their first degree relatives, or any other person involved in the design, organization, development and/or implementation of the CONTEST may not enter the contest.

All data entered by the entrant must be truthful. In the event that the entrant has provided false information or data pertaining to another person, their entry will not be considered and will be excluded from the promotion and eligibility for a prize. It is strictly forbidden to provide details of a third party without their consent. Only one entry per person will be accepted, any entries that exceed this limit being excluded.

The use of robotic and computer media to fraudulently increase the number of votes will result in immediate disqualification of the entrant.

The request for votes involving payment of money, payment in kind, or other incentives (e.g. votes in other events) will also be grounds for disqualification. Thus, EASYMATIC reserves the right to check for forgeries, fictitious users, bots, automation systems, etc. A user is considered malicious and may therefore be excluded from the promotion and have any votes he/she has issued deleted when it becomes apparent that he/she is carrying out the activities related to the promotion of an unnatural or artificial way such as by:

- The use of bots or automated systems that post on the website without the express control of the user.
- The use of non-legitimate accounts opened for login to the website.



- During the term of the promotion EASYMATIC will conduct a thorough review of the participation of users, eliminating any that do not comply with the conditions of these rules, especially the provisions of this section.

Waiver of the prize does not entitle the entrant to compensation.

The claims period ends seven calendar days after the announcement of the contest winners (27 February 2015).

The mere fact of entering this contest implies acceptance of the rules thereof.

EASYMATIC reserves the right to change the terms of this CONTEST, if necessary, for other similar ones, provided this does not adversely affect the entrants, announcing any such changes on the CONTEST website or any of the social media of FOREST EUROPE.

14. ACCEPTANCE OF RULES

The mere fact of entering the CONTEST implies full acceptance of these rules and their terms and conditions. Entrants assure EASYMATIC that they know and expressly accept all the Rules of the SHOW OFF YOUR FOREST contest and any amendment thereto that has been published until the end date of the contest on the website:
<http://showoffyourforest.com/es>

These rules are filed with a notary.