

# Promotion “MAXIMA FANU FOTOSIENA” Terms and Conditions

Riga, 12 May 2023

## Terms:

<b>Promotion:</b>	Promotion “MAXIMA FANU FOTOSIENA”
<b>Terms and Conditions:</b>	Promotion Terms
<b>Participant:</b>	A person who is 14 years of age or older, an Instagram user and has fulfilled the Promotion Entry Conditions in accordance with the Promotion Terms
<b>Venue:</b>	MAXIMA Fan Tent in the hockey fan zone at ARENA RIGA, Skanstes iela 21, Riga
<b>Prizes:</b>	14 MAXIMA gift cards, each worth EUR 50
<b>Prize Winner:</b>	Participant who qualifies for the Prize in accordance with the Terms
<b>Organiser:</b>	SIA “MAXIMA Latvija”, reg. No. 40003520643
<b>Prize provider:</b>	SIA “MAXIMA Latvija”

## 1. Time and location of the promotion

- 1.1. The Promotion will commence on 12 May 2023 at 14:00.
- 1.2. The Promotion Closing Time, the last day on which Participants may take the actions set out in Clause 3 to enter the Promotion, is 25 May 2023 at 23:59.
- 1.3. The location of the Promotion is the Republic of Latvia.

## 2. Promotion prizes

- 2.1. During the Promotion Period, 14 (fourteen) prizes will be drawn - MAXIMA gift cards worth EUR 50 to be used when purchasing goods at MAXIMA stores.
- 2.2. Each day 1 (one) Prize will be drawn among the Promotion Participants of that day.
- 2.3. The Prize winners will be able to collect the Prizes at the selected MAXIMA store or by post or courier in the territory of the Republic of Latvia by individual agreement with the Promoter.

## 3. Promotion Conditions

- 3.1. To become a Promotion Participant and enter the Prize Draw, a person must do the following:
  - 3.1.1. From 12.05. to 25.05. go to the Venue - MAXIMA fan tent in the hockey fan zone at ARENA RIGA, Skanstes iela 21, Riga.
  - 3.1.2. At the Venue, take a photo or video at least one of the photo walls in the area.
  - 3.1.3. Post at least one picture or video on Instagram by 23:59 on 25.05.2023, tagging the MAXIMA page @maxima.lv.
  - 3.1.4. To qualify for the Promotion, the video or photo must be publicly accessible.
  - 3.1.5. The photo or video is entered into the Prize Draw for the day on which it is posted.
- 3.2. Registration is free of charge.

## 4. Determination of the prize winner(s)

- 4.1. Each day, a prize draw will be held between Participants who have fulfilled the Entry Conditions between 00:01 and 23:59 on the previous day.
- 4.2. 1 MAXIMA Gift Card worth EUR 50 (fifty Euros) will be drawn each day.
- 4.3. The Instagram usernames of the prize winners will be published on [www.maxima.lv/hokejs](http://www.maxima.lv/hokejs) by 17:00 the following work day.

## 5. Award arrangements

- 5.1. To claim a Prize, the Prize Winner must send the Promoter a private message on Instagram or email [info@maxima.lv](mailto:info@maxima.lv) after the draw.
- 5.2. The Prize may be collected at any MAXIMA store or by other means - by post or parcel post, as agreed individually with the Promoter.
- 5.3. The Prizes will be delivered 2-7 days after contacting the Promoter, individually notifying each Prize winner of the collection time at the previously agreed location.

- 5.4. The Prize will be held for a period of 1 month from the date set for collection. If the Prize Winner has not arrived at the selected store to claim the Prize within 1 month, the Prize Winner will forfeit the right to claim the Prize.
- 5.5. Prizes are not paid in cash.
- 5.6. The Prize Winner is entitled to transfer the Prize to third parties by gift or return.
- 5.7. The costs of sending the Prize by post or courier shall be borne by the Promoter.
- 5.8. Expenses associated with travelling to collect the Prize are not covered.
- 5.9. In case of any doubts or questions, you can contact a MAXIMA representative at +371 26956009 on weekdays from 09:00 to 17:00.

## **6. Other provisions**

- 6.1. By registering for the Promotion, the Participant agrees to be bound by the terms of the Promotion, to the manner of delivery and receipt of the Prize and does not object to the Promoter processing, storing and using their Instagram profile name and verified Instagram image or video to verify that the conditions set out in Clause 3 are met, to determine the Prize winners and to issue the Prizes. The purpose of the data processing is to ensure the identification of the Prize winners and the distribution of the Prize.
- 6.2. The Organiser processes the Participants' personal data in accordance with the terms of the Privacy Notice on the processing of personal data within the framework of the Promotion "MAXIMA FANU FOTOSIENA". The Participant is obliged to read this Privacy Notice.
- 6.3. During the Promotion, the Participant has the right to request to change or cancel his/her registration for the Prize within 24 hours of the publication of the Prize winners by emailing [info@maxima.lv](mailto:info@maxima.lv).
- 6.4. Information about Prize winners will be kept for 3 (three) years to provide evidence to support data processing in the event of a claim. The data of the Participants to whom the Prizes will be issued will be stored for 3 (three) years in accordance with the accounting laws and regulations.
- 6.5. Compliance with and observance of the Promotion Terms and Conditions is mandatory for all Promotion Participants.
- 6.6. The Promoter is not and will not be liable for any material loss incurred by Participants in connection with participation in the Promotion, termination, suspension, changes to the rules, receipt and use of the Prizes. Any additional costs associated with the receipt of the Prize, such as but not limited to transport costs or telephone costs, will not be covered.
- 6.6. The Promoter shall not be liable for the exclusion of Participants from the Promotion or for the non-delivery of any Prize where the terms of the Promotion have not been complied with.
- 6.7. The rights and obligations of the Promoter and Participants are set out in these Terms and Conditions only. The information about the Promotion available in the Promotional Materials is for information purposes only.
- 6.8. The Promoter reserves the right to unilaterally terminate the Promotion or change the terms and conditions of the Promotion and the Promotion Period by publishing information about the change on the Website.
- 6.9. The Promoter's contact details for questions and complaints regarding the Promotion are: [info@maxima.lv](mailto:info@maxima.lv); 80002020.
- 6.10. The Promotion Terms and Conditions are published on the website [www.maxima.lv/hokejs](http://www.maxima.lv/hokejs).

SIA "MAXIMA Latvija"  
Director of Marketing Department

Gundega Laugale