

Contest rules – TAL Picture Contest

GENERAL TERMS AND CONDITIONS

The company TAL NV, with its registered office in Pittem, Joos De Ter Beerstlaan 33 (hereafter referred to as 'TAL') is organising an action entitled TAL Picture Contest (hereafter referred to as the 'action') on the website with domain name <https://www.facebook.com/TALlighting> (hereafter referred to as 'website') from 17/03/2014 up to and including 04/04/2014 (hereafter referred to as 'the duration').

The General Terms and Conditions are communicated to the contestant in the contest form and may be consulted on www.tal.be at all times. By participating the contestant explicitly agrees to the General Terms and Conditions.

THEME OF THE CONTEST

In the light of this action TAL is organising a competition named 'TAL Picture Contest' from 17/03/2014 as from 8 a.m. up to and including 04/04/2014, 5 p.m. This 'TAL Picture Contest' implies that the contestants stand a chance of winning a number of prizes. These prizes include: 3 lamps from the Cu29 collection and a photo shoot for the campaign image of the Cu29 collection.

CONDITIONS OF PARTICIPATION

This contest is open to any natural person with a minimum age of 18, with the exception of all people that directly or indirectly contributed to the realisation of this contest, their relatives or employees of TAL. Contestants under the age of 18 may only participate with the prior, explicit consent of their parent or guardian. TAL reserves the right to ask for this consent at all times.

Every Facebook user who likes the TAL Facebook page is allowed to participate once in the contest. Furthermore, the winner needs to be available on 09/04/2014 for a photo shoot for the campaign image, irrespective of the time and place. The winner needs to take care of his own transportation to the photo shoot, regardless of where in Belgium it takes place.

Every contestant is obliged to enter his or her name, e-mail address, age and sex before participating in the contest when submitting his or her picture.

STIPULATIONS REGARDING THE PARTICIPATING PICTURES

The pictures that are submitted need to contain a 'copper' element. The action itself is thus aimed at red-haired people and animals. The concept of red hair may be dealt with in a creative way, by means of a wig for example.

The rightful main winner is the person or the animal in the picture that is submitted. This person or animal is to appear in the campaign image and will therefore take part in the photo shoot on 09/04/2014.

ANNOUNCEMENT OF THIS CONTEST

This contest will be announced via the TAL website (by means of a newsflash) and the TAL Facebook page.

COURSE OF THE CONTEST

Any Facebook user can participate by liking the Facebook page of TAL and by uploading a picture in which one or several 'copper' elements are visible. He or she needs to generate as many likes as possible for the picture that he or she submitted.

PARTICIPATION IN THE CONTEST

The goal of this contest is to reward the contestants who collected the most likes for the picture submitted by them. Sharing the picture is not obliged, yet allowed. People who want to vote for a certain picture need to like the TAL Facebook page as well. Every contestant may submit 1 picture. Only pictures that are entered between 8 a.m. on 17/03/2014 and 5 p.m. on 04/04/2014 stand a chance of winning.

The beginning and the end of the contest will be announced via the TAL Facebook page.

SELECTION OF THE WINNER

This action will have 3 winners. The first criterion is the number of likes the picture generated. The 3 pictures with the most likes win a lamp from the Cu29 collection. In addition to this, the jury will choose a main winner from these 3 winning pictures. The main winner will be selected on the basis of originality, the integration of 'copper' elements in the picture and the suitability for the campaign image.

In case of an equal amount of likes for the 3rd place a choice will be made on the basis of the time the picture was submitted. The picture that was uploaded first will end up as 3rd.

The winners will be personally notified via e-mail on 07/04/2014. The winner accepts that by participating in the contest his/her name will be published by the organiser via the Facebook page and that he/she will be identified as participant in the contest. The winner hereby waives any rights concerning this matter.

PRIZES

The prizes that are awarded to the winners can never be brought up for discussion, nor can these prizes, be it partially or entirely, be redeemed in cash, exchanged or replaced for any reason whatsoever. Prizes are non-transferable. TAL reserves the right to substitute the prize with a prize of a similar value and – to every extent possible – with similar characteristics. A prize may not be divided and has to be accepted as it is. The following prizes are provided:

1. The 3 pictures with the most likes win an identical lamp from the Cu29 collection of TAL. This prize will be sent by mail, as from the moment the address of the winner is passed on to TAL.
2. On the basis of the criteria below the rightful main winner will be selected. He/she will be taking part in the photo shoot on 09/04/2014 for the campaign image of the Cu29 collection:
 - Originality
 - Presence of 'copper' elements
 - Suitability for the campaign image

PERSONAL DATA OF THE CONTESTANTS – PORTRAIT RIGHTS

The data of the contestants will not be sold, hired out or exchanged. The data that are entered by the contestants will be passed on to TAL and not to Facebook.

DISQUALIFICATION AND LEGAL ACTIONS

TAL reserves the right to disqualify any person who hinders the progress of this contest and to take legal action against anyone guilty of deception, forgery or fraud during the action as set forth in the present contest rules.

TAL also reserves the right to disqualify offensive pictures and to remove them from the TAL Facebook page.

RESPONSIBILITIES

TAL reserves the right to, at its own discretion, alter these rules at all times, without prior notification or being obliged to motivate its decision. A suchlike alteration will apply to all the contestants. Misprints or writing errors will not give rise to any compensation or obligation on the part of TAL whatsoever.

TAL cannot be held responsible in case the contest is altered or cancelled due to exceptional circumstances. TAL will not assume any responsibility if the winner is involved in an accident or incident during the use of or the experience with his/her prize.

Facebook itself cannot be held responsible either in case of any problems arising at the start, throughout the duration or at the end of the action of TAL taking place via the channel Facebook.

ACCEPTANCE OF THE PRESENT RULES

By participating in this contest all the contestants unconditionally and fully accept each article of these rules and any possible decisions taken by the organisers in the light of this contest. Any situation that is not explicitly mentioned in these rules will be settled by the organisers sovereignly. All decisions regarding

elements that are not provided in these rules will be made by the organiser as a final resort. There will be no communications regarding this contest.

The contest rules can be consulted on www.tal.be before participation in the contest and at the head office of the organiser.

CONTEST ADDRESS

Please address any complaints regarding this contest to:

TAL NV, "Facebook Picture Contest", Joos De Ter Beerstlaan 33, 8740 Pittem, Belgium.

APPLICABLE LAW AND JURISDICTION

The present contest rules as well as the course of the contest are governed by the Belgian law. The contest in itself however cannot be the subject of a legal procedure. The courts of Bruges are authorised to settle any disputes regarding the establishment, the validity, the execution, the observance and the interpretation of the General Terms and Conditions.