



## CAMPAIGN CONDITIONS/RULES

### STRAVA CAMPAIGN | APPLE WATCH

#### ALSO

#### 1. GENERAL

1.1 The Strava challenge (hereinafter referred to as the "Promotion") will commence at 7:00 am on December 7, 2022 and end at midnight on December 25, 2022.

1.2 Organizers of this Promotion are:

##### ALSO BELGIUM BV

Schaliënhoevedreef 20e, 2800 Mechelen, Belgium, registered with the KBO under number 0555.639.952

(hereinafter referred to as: "ALSO") with respect to the preparation of the promotion.

ALSO hereafter called "Organizer".

1.3 These Strava campaign Rules and Regulations (hereinafter the "Campaign Rules") contain the terms and rules applicable to participants in the Strava campaign. The Campaign Rules remain valid during the period of the campaign.

1.4 More information about the campaign is available on

[https://also.com/ec/cms5/nl\\_2320/2320\\_apple/apple-fitness/index.jsp#](https://also.com/ec/cms5/nl_2320/2320_apple/apple-fitness/index.jsp#) or by simple request by email to [marcom.nl@also.com](mailto:marcom.nl@also.com).

1.5 By participating in the Promotion, the participant agrees to the campaign conditions ALSO and the participants are bound by these campaign conditions.

#### 2. TERMS AND CONDITIONS OF PARTICIPATION

2.1 Participation in the Promotion is free.

2.2 The campaign will take place exclusively in Belgium. Participation in the Promotion is open to any natural person who has the legal capacity to act and is in possession of a Belgian address (hereinafter referred to as the "Participant"). This Promotion is not open to traders, entrepreneurs and other persons acting in a business or professional capacity.



Participants under the age of 18 (being minors) can only participate in the Promotion if they are legally represented. If a minor participates in the Promotion, it is assumed that he/she has the consent of his/her parent(s)/guardian(s).

2.3 Participation in this Promotion is excluded for employees of ALSO, Media Markt- Saturn and Coolblue as well as anyone who is in any way directly or indirectly involved in the Promotion in an organizational sense or has prior knowledge of the Promotion.

2.4 During the duration of the Promotion, only one participation per person is possible (same last name, first name, address, phone number and/or e-mail address).

2.5 Participation is only valid if all the mandatory fields have been fully, correctly and truthfully completed. The participant should fill in: first name, last name, email address, address and execute the uploading of the receipt of the purchase.

2.6 One or more participants who manipulate or fraudulently increase their chances of winning by any means, together or alone, may be excluded from participating. The Organizer also reserve the right to exclude a participant from participation in the Promotion if he or she is in breach of the terms of these Promotion Terms and Conditions/Rules or any applicable laws. The Organizers cannot be held liable for this.

### 3. CONDUCT OF THE ACTION

3.1 In order to participate in the Promotion, participants must act as follows:

1. Purchase an Apple Watch at MediaMarkt or Coolblue (online or in store) between December 7 and December 25, 2022.

Media Markt- Saturn Belgium S.A., established at Brusselsesteenweg 496/bus 2, 1731 Zellik, Belgium, registered in the KBO under number 0477.140.426.

Coolblue, established at Borsbeeksebrug 28, Gebouw 5, 2600 Berchem, Belgium, registered in the KBO under number 0867.686.774

2. Send the proof of purchase along with all the requested information via [https://also.com/ec/cms5/nl\\_2320/2320\\_apple/apple-fitness/index.jsp#](https://also.com/ec/cms5/nl_2320/2320_apple/apple-fitness/index.jsp#)
3. Every entry with a current receipt, not older than December 7. Every entry should have different first names, last names, addresses, phone number as well as 5 different proofs of purchase.



3.2 Winners will be designated after the Promotion ends, based on the time registration.

#### 4. PRIZES

4.1 All winners will be notified by email and the Strava license will be emailed to the given email address. The Strava license is for 1 year.

4.2 After three (3) months after the end of the Promotion, the Organizers have not been able to reach a winner via email in order to send the prize, the winner's right to the prize will lapse.

4.3 The right to a prize is strictly personal, non-transferable and not exchangeable for cash and/or other goods or services.

4.4 Wrongly won prizes may be reclaimed by the Organizers.

#### 5. CHANGES TO THE PROMOTION

Organizers reserve the right to unilaterally change, suspend or terminate the Terms of Promotion and/or the Promotion unannounced and in the interim. Notice of this will be given on [https://also.com/ec/cms5/nl\\_2320/2320\\_apple/apple-fitness/index.jsp#](https://also.com/ec/cms5/nl_2320/2320_apple/apple-fitness/index.jsp#) The Organizers shall not be held responsible, and no compensation may be claimed. If the Organizers should be forced to prematurely terminate, modify or discontinue the promotion on the grounds of the inappropriate behaviour of any of the participants, the Organizers reserve the right to claim compensation for any damage suffered as a result.

#### 6. LIABILITY

The Organizers are not liable for, but not limited to: printing and typing errors on the website or in other communications, faults on and/or errors in the network, software and hardware or for any incorrect entry and/or processing of participation data or any damage caused by or in connection with the Campaign or otherwise. The Organizers exclude all liability in this regard.

#### 7. PERSONAL DATA



7.1 We take the protection of personal data very seriously and comply with the relevant legal requirements. The following statement informs you about the type of personal data collected on this website, the purpose for which it is used and the extent to which this data is made available to third parties. The provided personal data will be processed in accordance with the privacy legislation, including the General Data Protection Regulation.

7.2 Organizers will process the collected data in its capacity as a data controller (or have it processed) exclusively for the smooth running of the Promotion, and for purposes stated in the Promotion Terms. The personal data can be passed on to third parties within the framework of the performance of the aforementioned purposes. The personal data will not be sold to third parties.

7.3 For the purpose of administration and communication in relation to the Promotion, the following data will be processed: We will ask registrants for first name, last name, address, email address and telephone number.

7.4 The Organizers will keep the personal data collected during the period necessary for the administration of the Campaign.

7.5 When certain conditions are met, you have the right to demand that your personal data stored by us be deleted, unless the retention of the data is necessary in the context of freedom of expression, freedom of information, to comply with a legal obligation, for reasons of public interest, to assert or defend legal claims or to exercise legal rights.

7.6 U hebt het recht om uw toestemming voor de verzameling van gegevens te allen tijde in te trekken met toekomstige uitwerking. Dit heeft geen invloed op de gegevens die verzameld werden totdat de intrekking van kracht wordt. Bemerkt dat het om technische redenen wel even kan duren voordat uw intrekking verwerkt is en dat het mogelijk is dat u in tussentijd berichten van ons blijft ontvangen.

7.7 This privacy policy applies to data processing by ALSO Belgium BV, Schaliënhoevedreef 20E, 2800 Mechelen, Belgium, Tel: +32 15 43 51 93 (hereafter "ALSO" or "we"), accessible at [sales.be@also.com](mailto:sales.be@also.com).

7.8 You can address your concerns regarding the protection of your data to our customer service or directly to our data protection officer at [privacy.be@also.com](mailto:privacy.be@also.com) or by mail to ALSO Belgium BV, Schaliënhoevedreef 20E, 2800 Mechelen, Belgium.



7.9 The legal basis for the processing of the IP address is Art. 6 Par. 1 S.1 lit. f General Data Protection Regulation ("GDPR"). The purpose of processing the data is to ensure the smooth establishment of connections and the security of the system. Our legitimate interest lies in the security of your data, the recognition and defence of attempted attacks, for statistical evaluation and for the optimization and provision of our online services.

## 8. QUESTIONS/COMPLAINTS

8.1 Do you have a question about this Promotion? Then contact us via EMAIL.

8.2 Do you have a complaint as a result of this Promotion? If so, please contact us via EMAIL no later than 5 days after June 21, 2022. Complaints that are not submitted in time and/or not formulated in writing will not be processed.

## 9. FINAL PROVISIONS

9.1 In the event of complaints concerning the application or interpretation of the Promotion, the participants undertake to first find an amicable solution with the Organizers before taking any other steps.

9.2 If any provision of the Conditions of Promotion is to be considered null and void or invalid, the other provisions of the Conditions of Promotion shall remain in force. The Organizers are entitled to draw up one or more replacement provisions that approximate as closely as possible to the nature and scope of the void or voided provision without being void or voidable itself.

9.3 Nothing relating to the Campaign may be reproduced or published without the prior written consent of the Organizers.

9.4 These Conditions for the Campaign are governed exclusively by Belgian law. Any disputes arising from these Conditions of Promotion that cannot be settled will be submitted to the competent court in Brussels, Belgium.