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Pinarello Contest Regulations  
Prince World Tour

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Viale della Repubblica, 12  
31020 Villorba TV  
C.F. / P.I. 05994100963  
pinarellopwt.com



## **1. PROMOTING COMPANY**

The Promoting Company is Cicli Pinarello S.r.l., with registered office at Viale della Repubblica 12 - 31020 Villorba (TV), VAT number and tax code 05994100963 (hereinafter "Pinarello" or "Promoting Company").

## **2. NAME**

Pinarello Prince World Tour

## **3. TYPE OF EVENT**

Digital contest

## **4. DURATION**

From 1 September 2019 to 30 September 2020 and divided into phases, broken down as follows:

- from 01/09/2019 to 30/09/2020 registration phase;
- from 01/10/2019 to 30/09/2020 tour phase;
- by 15/10/2020 drawing up of the final classification.

## **5. TERRITORIAL AREA**

Global

## **6. PURPOSE OF THE CONTEST**

The Contest participants have the ultimate goal of completing the cumulative distance of 40,000 km. Each participant participates in the Contest as a team member (generated through the appropriate platform [pinarellopwt.com](http://pinarellopwt.com)) and contributes to the ultimate goal by cycling for as many kilometres as they are able to. The initiative was devised in order to promote the product Pinarello Prince.

## **7. RECIPIENTS**

The initiative is aimed at all men or women with a Strava profile and therefore are subject to the restrictions indicated by the owner's website platform at the link [www.strava.com/legal/terms](http://www.strava.com/legal/terms).

The following requirements are also necessary for participation:

- have a bicycle to cover the kilometres needed for the overall goal;
- have the full and unconditional use, also in economic terms, of their own image, their own name, or any other form, including transfers, concessions or restrictions of the right on their name or their image;
- never have used prohibited pharmaceutical substances and/or doping methods, committed unacceptable acts, and never have taken part in, or in any case never been involved in, photographic services and/or films and/or filming of any kind that violates public morality and public decency, and in any event have never have been involved in events or circumstances of public importance that offend public morality;
- must meet the admission requirements for the entire duration of the Contest, otherwise the competitor will be excluded from the Contest;

The admission to the Contest implies that the participants undertake the following obligations for the entire duration of the Contest as well as the promotional and advertising initiatives related to the Contest:

- a) The authorization, free of charge, also in accordance with Articles 96 and 97 of Law no. 633/1941 for Pinarello to use the information provided during the registration phase and/or subsequently relating



to the progress of the Contest and, the images of the participant as well as the authorisation to publish these free of charge on advertising materials (including, by way of example and not limited to: press, Internet, including the Facebook page and Instagram of the Promoting Company, any future advertising material) and/or on other support, expressly exempting the Promoting Company from any responsibility in relation to an abusive use by third parties of the content of their image and with express indemnity for any right that may be claimed by third parties in relation to such image.

b) the undertaking of the participant to maintain for the 12 months following the end date of the Contest to act in accordance with the above indicated admission requirements.

c) the undertaking of the participant to be available for promotional activities at events, and for the exclusive use of Pinarello brand clothing during meetings, events and related activities. The activities relating to the publication of the participant's image and the associated rights will be governed by an appropriate contractual agreement;

The progress of the Contest will be visible through a dedicated section on the website [pinarellopwt.com](http://pinarellopwt.com) and through the Pinarello social channels.

## **8. PERFORMANCE PROCEDURES**

### Registration

Those who meet the requirements indicated in the paragraph "Recipients", who wish to participate must:

- Go to the dedicated section of the website [www.pinarellopwt.com](http://www.pinarellopwt.com).
- Register by filling in the fields marked as mandatory: name and surname, email address, date of birth, password.
- Authorise the sharing of performance data of his/her personal Strava profile: km covered, time spent, height difference and average speed.
- Accept the content of the rules and disclaimers proposed by the system.
- Confirm registration by clicking on the "confirm" button.
- Access the platform and choose whether to join an existing team or create a new one, becoming its captain.
- Invite friends to participate in the Contest (via email or link sharing).
- Customise his/her personal account.

The member may not register for more than one team and may change team only until the team with which he/she is registered starts the contest. From the moment the team starts the contest, the user can no longer change team but can request to leave the contest by closing his/her account. Teams must be composed of a minimum of 5 participants in order to start the Contest. The maximum number of participants per team is 10.

The Promoting Company reserves the right to use only the material that, in its sole discretion, is not found to be detrimental to the image of others, or offensive to public morals, or which in any case is harmful to the rights of others, can be considered tendentious, defamatory, obscene, vulgar, slanderous, racist, or constitutes a form of advertising of any commercial activity not relating to the proposed theme, that does not violate Italian laws or is contrary to public decency and privacy laws.

In case of use by the Promoting Company of any contributions sent, the respective authors will not be entitled to bring any claims against the Promoting Company.



### Personal and team profiles

The Promoting Company reserves the right to eliminate, before or even following publication, any contribution that in its sole discretion could be offensive, unsuitable, inconsistent with the spirit of the Contest or covered by property rights of third parties.

It will be possible for registered users to report suspicious personal profiles (performance exceedingly inconsistent with the average) and team profiles containing material that is harmful to the ethics and spirit of the Contest.

### Proclamation of Finishers

A "Finisher" is defined as the users included in the teams that will complete the Contest's goal, i.e. the achievement of the cumulative distance of 40,000 km. In the event of a tie, all Participants with the same result will be proclaimed as "Finisher" and will be entitled to receive an award.

At the end of the Contest (30.09.2020):

1. a digital file will be produced with an indication of all the participating groups and the results obtained associated with each of them;
2. a ranking will be drawn up and published on the website with the participation placements:
  - each place will be held by a participating group, in the case of a tie (same time x, same Km), by multiple evenly matched participating groups;
  - 1st place 1 will be held by those who have reached 40,000 km in the shortest time;
  - The numbering of positions depends on the number of participating groups assigned to those placements; for example, if 1st place has 2 evenly matched participating groups, the next placement will be 3rd place;
3. the Finishers will be announced on the dedicated section of the website [pinarellopwt.com](http://pinarellopwt.com); they will also be notified by the Promoting Company by e-mail.

### Personal performance

An individual participant may not contribute to the cumulative mileage of his/her team for more than 10.000 kilometres. If he/she rides for a longer distance, then it may be possible for him/her to be included in the periodic and final rankings reserved for individual profiles.

## **9. RECOGNITION**

The Contest is not a prize competition and is based on the awarding of digital awards (web badges) - without any current economic value - on the platform to the following categories of users:

- Finisher: users who will complete the overall goal;
- Best athlete of the week: user who will have covered the most km in the week of reference (from Saturday 00:01 to Friday 00:00 CET);
- Best athlete of the month: user who will have covered the most km in the reference month (from day 1 00:01 to day 28, 30 or 31 00:00 CET);
- Best team of the week: team that will have covered the most km in the week of reference (from Saturday 00:01 to Friday 00:00 CET);
- Best team of the month: team that will have covered the most km in the month of reference (from day 1 00:01 to day 28, 30 or 31 00:00 CET).

The Promoting Company also reserves the right to include participants in ad hoc merchandising or marketing activities for the Contest.



#### **10. SPECIFIC INFORMATION**

The Promoting Company shall not be liable for any problem of access, impairment, dysfunction or difficulty regarding technical means, computers, telephone lines, cables, electronics, software and hardware, transmission and connectivity and Internet connection, which may prevent a user from participating in the Contest. The request to register to the Contest implies that the participant is aware and accepts these entire regulations without reservation. The registration to the Contest is reserved to persons that are at least eighteen years old. Participation in the Contest is free, no cost will be charged to the participant. The cost of connecting to the network depends on the tariff plan subscribed by each user with their telephone provider, without any surcharge depending on the participation in this Contest. The Promoting Company reserves the right to remove from the Contest all users who will not participate in good faith or who are do not meet the requirements for participation in this Contest or that have provided false information at the time of registration.

#### **11. PROCESSING OF PERSONAL DATA**

The information on the processing of personal data can be found at the link below:

Privacy policy

ITA: <https://www.pinarellopwt.com/it/info/privacy>

ENG: <https://www.pinarellopwt.com/en/info/privacy>

Registration policy

ITA: <https://www.pinarellopwt.com/it/info/privacy-registrazione>

ENG: <https://www.pinarellopwt.com/en/info/signup-privacy>

Cookie policy

ITA: <https://www.pinarellopwt.com/it/info/cookies>

ENG: <https://www.pinarellopwt.com/en/info/cookies>

#### **12. ADVERTISING OF THE EVENT AND THE REGULATIONS**

The Contest will be advertised on digital media (including the Internet and social networks) and on all other media that the Promoting Company considers useful for the purposes of communicating to the Recipients (including flyers and posters); the advertising messages shall comply with these regulations. The full version of these will be available on the dedicated section of the website [pinarellopwt.com](http://pinarellopwt.com)

#### **13. AMENDMENTS AND/OR SUPPLEMENTS TO THE REGULATIONS**

The Promoting Company reserves the right to amend and/or supplement the content of these regulations.

#### **14. APPLICABLE LAW – EXCLUSIVE JURISDICTION**

The Contest and these regulations are subject to the application of Italian law.

Any dispute arising out of and/or in connection with these regulations and/or the Contest shall be subject to the exclusive jurisdiction of the Court of Treviso.