

# 1 EURO PROJECT

## RULES AND REGULATION

### **PROMOTER:**

LUX PHOTO AGENCY S.R.L.

### **TERRITORY:**

EU countries adopting the Euro currency.

### **PARTICIPANTS:**

The Initiative is available to all residents in the EU countries adopting the Euro currency.

### **PURPOSE:**

The Promoter allows the users (the “Photographer/s”) to upload on its website [www.1europroject.com](http://www.1europroject.com) (the “Website”) their pictures (the “Pictures”) which represent the purchasing power of 1 Euro coin, (the “Initiative”).

The purposes of the Initiative are:

- a) To collect the Pictures which represent the purchasing power of 1 Euro coin;
- b) To make an exhibition of the Pictures selected by the Promoter;
- c) To use the Pictures for the promotion of the Initiative on various media.

### **TERM:**

The Photographers can participate in the Initiative by sending their Pictures, pursuant to this Regulation, starting from November 10th 2011 until January 30th 2012 (the “Term”).

The Promoter reserves the right to extend the Term.

### **PROCEDURES:**

In order to Participate in the Initiative, the Photographer shall connect to the Website, complete the Registration and upload the Pictures.

The servers which register and manage the data of the Photographers, as well as all the activities related to the Initiative, are located in Italy.

The Promoter reserves the right to discontinue or extend the upload of the Pictures for any technical, organizational or legal reason.

The Promoter does not guarantee the continuous and complete usability of the Website and related applications.

### **REGISTRATION**

On the first page of the Website, the Photographer shall complete the registration to the Initiative (the “Registration”) filling the mandatory information requested (surname, name, address, street number, city, state, zip, telephone number).

Only one registration for each Photographer is allowed: the Promoter reserves the right to verify and cancel any double Registration.

## **RULES:**

### Pictures' upload

Once the Registration has been completed, the Photographer shall send each Picture by uploading the file in JPG or PDF, in a size between one (1) megabyte and five (5) megabyte maximum, which represents and describes the purchasing power of the 1 Euro coin.

The Pictures shall represent what can be done with 1 Euro coin in any of the countries adopting the Euro currency, in the aesthetic sense that the Photographer deems appropriate; for example through an overview, a portrait, a *still life* or a series of images with a strong narrative value.

Will be evaluated as particularly remarkable the single Picture, series of Pictures, stories by images developed on a personal creative interpretation of the theme.

The Promoter reserves the right to cancel and remove from the archives of the Website the Pictures containing pornography, violence or racial intolerance, or that are harmful to another person's privacy, image, reputation and status or are in breach of the laws; and any Picture that is vulgar, racist, or, in the Promoter's opinion, otherwise offensive.

## **PROPERTY AND USE OF THE PICTURES:**

By uploading the Pictures on the Website, the Photographer:

- a) guarantees to be the sole and exclusive author of Pictures, pursuant to Law No. 633 of April 22, 1941, as amended;
- b) authorizes the Promoter to use – and, in particular, but not limited to –reproduce, publish and disclose to the public by any means the Pictures. For example, the Pictures can be used for any purpose connected to the promotion of the Initiative, like poster, invitation, internal and external publications, Website and other electronic channels and “*new media*”;
- c) authorizes henceforth the Promoter to use the Pictures for commercial purposes under conditions to be agreed from time to time between the Promoter and the Photographer.

The right to use the Pictures by the Promoter as provided above is not subject to the fulfillment of any further obligation or burden by the Promoter other than the ones provided in this Regulations and such right to use is conferred by the Photographer free of charge.

The Photographer declares and guarantees to be in possession of all the releases of the subjects portrayed as provided by the applicable law.

The Photographer is the sole responsible for the Pictures and their content.

The Promoter shall not be held liable for the Pictures and for any possible copyright’s breach.

The Photographer shall indemnify and hold harmless the Promoter for any claim, request, liability, and in general any and all rights or claims related to and/or arising from the Pictures.

In addition, the failure to comply with any provision herein is cause for the exclusion of the Photographer from the Initiative.

**CONSENT TO THE PROCESS OF PERSONAL DATA:**

Pursuant to the Law n. 196/2003, any participant, with the signing of this Regulation, gives the consent to the process of his personal data, within the limits and for the purposes of participating in the Initiative.

By registering, each participant fully accepts all the provisions of this Regulation.