



CONTEST REGULATION "My Laika Story"

PROMOTER: Laika Caravans S.p.A Via Leonardo da Vinci 120, 50028 Tavarnelle Val di Pesa -Florence-Italy-
VAT: IT01029840483

SUBJECT: Contest "My Laika Story"

HOW TO PARTICIPATE: Starting from 27th March 2014 until 15th May 2014 will be held the contest "My Laika Story."

With this action the clients are invited to post images related to Laika vehicles about the following three categories:

- historical photos
- emotional photos
- photos with suggestive destinations.

During the week from 16th May to 23th May 2014 the jury will select three winners in the three categories above mentioned. The three winners will be personally informed by mail and/or by telephone within 31st May 2014. The three winners will have as prize the possibility to participate at Laika Convention-party, Laika: The Event 50. Minors will not be admitted to the contest.

PARTICIPANTS: All.

AREA: Worldwide.

IDENTIFICATION OF WINNER: The Contest "My Laika Story" will trace 50 years of Laika through three types of pictures as indicated in paragraph HOW TO PARTICIPATE. All photographs must be submitted by uploading them to the site <https://mylaikastory.laika.it>

DELIVERY OF THE PRIZE: Winners will be contacted by email and/or by telephone to ask for the address where Laika can send the invitation for participation at Laika Convention- party, Laika: The Event 50.

ADVERTISING: The contest will be advertised through advertising on- and off-line.

HOW TO SEND THE PHOTOS:

- Each photo must be upload on the website <https://mylaikastory.laika.it>
- LAIKA CARAVANS S.p.A. assumes no responsibility for problems of access, failure, malfunction or difficulty regarding the technical tools, software and hardware, transmission, Internet connection that can hinder a competitor the access to the website <https://mylaikastory.laika.it>
- There is no additional cost in relation to internet connection if not relative to the cost of connection.
- Photos submitted after the deadline (15th May 2014) will not be accepted.
- Photographs, which will be sent using different means from those expected, will be not valid; Similarly, photographs, without an email address or phone number or not related to the three categories mentioned, will not be accepted.



- By participating in the contest and sending photos, the client certifies and guarantees that his uploaded photos on the web site <https://mylaikastory.laika.it> are original and that they do not violate the copyright and/or related rights and/or commercial exploitation rights and/or industrial and intellectual property rights of any person or entity.
- By participating in the contest and sending images, the client certifies and guarantees that he has the necessary authorizations of the subjects and people represented in the photos .

- A single client can upload multiple photos, up to a maximum of 6 photos.

- Acceptance of the prize involves the use of the winner's name and the city of residence in the advertising and promotional material, unless expressly prohibited by the law.

- No cash prizes will be offered.

- The participation in the contest "My Laika Story" implies for the participant the total and unconditional acceptance of the rules and provisions contained in this Regulation without any limitation.

- Photos, that do not win, could be used by Laika during trade fairs to document the 50 years of Laika .

- Regulation and conditions for participation in the contest will be available on the website <https://mylaikastory.laika.it/regolamento.php>

- Laika Caravans S.p.A has the right do not select the material received by the participants, that will be considered not relevant to the object of the contest.

- Laika Caravans S.p.A will also have the possibility to delete the photos received from the participants once finished the competition without that the participants can claim no indemnity or compensation.



INFORMATION according to law D.Lgs. 30 June 2003/196

With this communication according to Art 13 of the Code for the protection of Personal Data (Privacy Law), we inform you that all personal information acquired or by you provided with the purpose of entry or uploading a photo through mylaikastory.laika.it will be, as foreseen by the law which deals with the treatment of personal data following the rules and obligations of confidentiality which must be guaranteed.

-Possibility to send promotional and informative materials and surveys regarding our services with the purpose of improving them.

- For statistical analyzes ;

- To comply with legal obligations

The treatments will be carried out with the aid of electronic or automated means and shall include, within the limits and conditions laid down by 11 of Legislative Decree 196/2003, any operation or set of operations provided by the same decree, under the term "treatment" .

Nature of the treatment . The provision of personal data is optional. However, failure to enter even a part of the data required in the fields marked with an asterisk will make it impossible to forward the application and proceed to the services offered.

Communication and dissemination of data. The collected data will not be released to third parties except in cases provided by and / or by the law but in the manner permitted by this.

As foreseen in Art 7 of the Code, you may, at any time, exercise the right to:

Confirm the existence or not of personal information even if not yet registered and receive such confirmation in an understandable manner

Obtain indications as to:

the origin of the personal information

the purpose and treatment of the same

the identification details of the holder, of those responsible and of the appointed

representative

the persons or categories of persons to whom the personal information may be communicated

or that they may already know due to their status of representative designated in the territory

or responsible or in charge,

obtain:



the up-date, correction or integration of data.

the anonymous deletion or transformation of the information in bulk when violating the law including that of which the conservation is not necessary regarding the purpose for which the data was gathered and then dealt with;

the evidence of how operations as under a) and b) were made known and also regarding their contents, of those to whom the information was communicated or diffused, except in case when such fulfillment is impossible or in disproportion in regards to the right to safeguard.

Oppose totally or partially:

for legitimate reasons related to the personal data that regards you, even if pertinent to the purpose of the gathering of such information;

to the treatment of personal data that regards you for the purpose of receiving publicity, direct sales, marketing research or commercial communications.

In order to exercise the rights described in Arts. 7 and 8 of the Code for the protection of Personal Data, requests must be made to the person responsible at Laika Caravans S.p.a. Via L. da Vinci, 120 50028 Tavarnelle val di Pesa (Fi) telephone number 39-055/8058.1 Fax number 39-055/80558500

or email: info@laika.it