



Contest rules

#bikeasyouare

Please read these Rules carefully before participating in the Contest. By entering the Contest, participants accept and confirm that they are aware of the rights and obligations arising from these Rules.

1. Organizer

The organizer of the #bikeasyouare contest (hereinafter: the Contest) is Valamar Riviera d.d., with its registered office in Croatia, Poreč, Stancija Kaligari 1, OIB: 36201212847 (hereinafter: Valamar).

2. Purpose and Duration

The Contest is organized for the purpose of promoting Valamar Loves Bike on social media and cycling in general. The Contest runs from September 1, 2025, until December 31, 2025, 23:59:59 CET.

3. Eligibility

All adults who have an Instagram, Facebook, or Strava profile registered on the Valamar Loves Bike Club are eligible, except for Valamar employees, their close relatives, and all persons directly or indirectly connected with the organization or evaluation of the Contest. Each participant may only participate on their own behalf, and by entering, confirms that all personal data provided belongs to them. The participant's country of residence is irrelevant.

Valamar reserves the right to disqualify any participant during the Contest in case of unlawful activity, or if posts are offensive, inappropriate, or otherwise unacceptable at Valamar's discretion. Such posts will be removed.



4. How to Participate

Participants may enter with multiple posts, but may be selected only once. The deadline for posting is December 31, 2025, at 23:59:59 CET.

Facebook & Instagram:

- Post a photo or video of your cycling moment (ride, adventure, training, emotion, etc.).
- The description must include the hashtag **#bikeasyouare**.
- Profiles and posts must be public so that entries can be tracked.

Strava:

- Join the Valamar Loves Bike Club on Strava.
- Club members may post their rides, cycling moments, and experiences at any time, including during the Contest period. Posts may be shared without entering, i.e., without using the **#bikeasyouare** hashtag.
- To participate in the Contest, the post description within the Club must include the **#bikeasyouare** hashtag.
- Contest participation is open from September 1, 2025, until December 31, 2025, 23:59:59 CET.
- All posts received by December 31, 2025, at 23:59:59 CET will be considered for prizes.
- Posts submitted after the deadline will not be taken into account regarding the contest.

5. Winner Selection

The Grand Prize will be awarded to the post that most originally and authentically reflects the spirit of **#bikeasyouare** and passion for cycling. Twelve additional prizes will be awarded to authors of posts that, in Valamar's judgment, rank immediately after the Grand Prize winner. Winners will be selected by a three-member Valamar team.

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6. Prizes

- Grand Prize (1x): 2 nights for 2 persons with half board at Valamar Parentino Hotel in 2026*
** Excluded dates: July 1 – August 31, 2026, and December 26, 2026, - January 02, 2027.*
- Second Prize (2x): VIP entry block for Istria300 – 2026
- Third Prize (5x): Entry fee for Istria300 – 2026
- Fourth Prize (5x): Promotional package – Istria300

The names/usernames of winners will be published on Valamar's website within 20 days after the end of the Contest. Winners will be contacted via the social networks on which they submitted their entry. Prizes are non-transferable and may not be exchanged for other items or cash. Valamar will not award any additional prizes beyond those listed. All entries across the three platforms will be considered together. If winners do not meet the eligibility requirements or are disqualified for any reason, Valamar reserves the right to select alternate winners or withhold the prize.

7. Personal Data and Privacy Policy

Valamar guarantees the protection of personal data in accordance with applicable data protection laws. By entering the Contest, participants accept these Rules and acknowledge that Valamar Riviera d.d., as data controller, processes their personal data. Participants may at any time request access, rectification, deletion, restriction of processing (right to be forgotten), or lodge a complaint with the supervisory authority. Other rights are defined by the EU General Data Protection Regulation (EU) 2016/679.

Additional information on data processing and participants' rights can be found in Valamar's Privacy Policy: <https://www.valamar.com/en/privacy-policy>. For all other questions regarding data processing, participants may contact Valamar's Data Protection Officer at dpo@valamar.com.

Please note:

- Valamar processes participants' personal data solely for the purpose of conducting the Contest and retains it for 3 months after the end of the Contest.
- The winner's name/username will be published on Valamar's website.

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- The winner will provide Valamar with any additional personal data necessary for delivery/collection of the prize.

Participants are reminded:

- Protect your privacy, bearing in mind that your posts are public.
- Do not share personal or sensitive data about yourself or your family, particularly children, that you do not wish to be public.
- Do not include personal data of third parties without their consent. This includes any information that could reasonably identify another person.

Use of social networks is subject to their respective terms and privacy policies, which participants are advised to review.

8. Instagram and Facebook Disclaimer

This Contest is in no way sponsored, endorsed, administered by, or associated with Instagram or Facebook.

9. Strava Disclaimer

This Contest is not sponsored, administered by, or associated with Strava.

10. General Provisions

By posting content on Valamar's Instagram and Facebook profiles or within the Valamar Loves Bike Club on Strava, participants confirm that such content has been shared voluntarily. Valamar is not liable for the content of such posts, nor for misuse of such content by third parties. Participants guarantee that they hold all necessary rights to publish the submitted content. By entering the Contest, participants accept responsibility for their conduct and any resulting damage, including any damage to Valamar. Under no circumstances shall Valamar be liable to participants, winners, or any third party for damages arising from participation in the Contest.

Valamar reserves the right, at its sole discretion and at any time, to amend these Rules, which shall take effect immediately upon publication. Valamar also reserves the right, at its sole discretion and at any time, to cancel the Contest.

In case of dispute between the organizer and participants, parties will endeavor to resolve amicably. If that is not possible, disputes shall be subject to the exclusive

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jurisdiction of the courts of the Republic of Croatia, with local jurisdiction determined by Valamar's registered office. These Rules are governed by Croatian law.

Poreč, 2025

Valamar Riviera d.d.