



Terms & conditions of the contest

GOT THE PAWFECT HOLIDAY PHOTO?

Please read these Terms and Conditions before entering the contest.

1. Organizer

The Organizer of the contest: **GOT THE PAWFECT HOLIDAY PHOTO?** is Valamar Riviera d.d., seated in Croatia, Poreč, Stancija Kaligari 1, OIB: 36201212847 (further: Organizer or Valamar).

2. Purpose of the contest

This contest aims to promote Valamar's pet friendly hotels and camps.

3. Who can participate in this contest?

Everyone over 18 years old that have valid Instagram and/or Facebook profile, other than Valamar's employees (and their close relatives) and companies that are managed by Valamar.

Participant's country of residence is irrelevant.

Valamar reserves the right to disqualify the participant during the Contest in the event of any illegal acts and if Participants do not comply with these Terms and Conditions.

4. How it works?

On **Valamar Camping and Sunny by Valamar profiles on Instagram and Facebook**, Valamar will publish **one contest post** (the same post on all profiles) **GOT THE PAWFECT HOLIDAY PHOTO?**

Once published, participants must submit their **creative & original photo of their favourite pet (dogs and cats) holiday moment** in the comments section of the contest post on any of the mentioned Valamar profiles.

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The contest runs **from 23.9.2026. at 9:00 (from the moment the post is published) until 30.9.2026. at 23:59:59.**

There is **no limit** to the number of photos submitted by the same participant, however, each participant may win only one prize.

Submitted photographs must not focus on individual persons or contain identifiable individuals in a manner that would allow their clear identification. The participant is responsible for respecting privacy rights, copyright and other rights of third parties, and warrants that submitted photo does not infringe upon the rights or legitimate interests of any third party.

All photos must be of original creation and under sole ownership of the participant as author of the comment.

In the event that a participant stops following the profile through which they participated in this contest, before the winners are announced, they will cease to be a participant and cannot be chosen as the winner.

5. Participant selection and winners

A Valamar team consisting of three (3) members will, at its sole discretion and in accordance with the criteria set out in these T&C, select the **five (5) best photographs** submitted on the designated theme (one (1) winner from each Facebook profile and three (3) winners from the joint Instagram post). In selecting the winners, the evaluation will be based on the photograph's relevance to the designated theme, creativity, originality, and overall aesthetic appeal.

Only one Participant can be the winner only once.

6. Rewards:

5 x WOW WOW surprise **Gift box** filled with Valamar merchandise

The winners – their user names will be announced on Valamar Camping and Sunny by Valamar profiles on Instagram and Facebook on _____.

All winners will be contacted by Valamar's social media team through Valamar Camping and Sunny by Valamar profiles on Instagram and Facebook and will be



requested to contact Valamar via the email address social@valamar.com within 72 hours in order to obtain more information on how to claim their reward.

There is no consolation prize and the Organizer shall not give out any additional rewards except for the rewards stated in these Terms and Conditions. Participants who take part in this contest will not have the right to demand a reward different from the one stated in these Terms and Conditions.

Each participant selected as the winner will not be able to give the reward to someone else or designate someone else as the winner. Prizes cannot be redeemed for cash or benefits in kind such as gift vouchers. The prizes are non-transferable.

If any participant selected as the winner is not eligible as a winner according to these Terms and Conditions and / or is disqualified for any reason, and / or If the winners do not provide or do not timely submit their personal information to the Organizer, or if they provide incomplete or inaccurate and / or if it is not possible to inform them on the contact information and / or in case of violation of these Terms and / or if they do not accept the prize or if they do not respond to the prize notification, all within the deadline set by the Organizer, the winners lose the right to the prize. Valamar reserves the right to determine an alternate winner or not to award that winner's prize, at the sole discretion of the Valamar.

7. Personal Information, Privacy Policy

Valamar ensures the protection of personal data in accordance with applicable personal data protection regulations. By participating in the Contest, participants accept these T&C and confirm that they have been informed about the processing of their personal data by **Valamar Riviera d.d.**, acting as the data controller.

Valamar processes the following personal data of participants: their Instagram/Facebook username, submitted photographs, and any other information that the participant makes available through their entry. For the winners, Valamar will additionally process their first and last name, as well as the contact details necessary for the awarding and fulfilment of the prize.

Personal data are primarily processed for the purpose of conducting the Contest, including:

- maintaining records of participants;
- verifying compliance with the participation requirements;

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- contacting winners;
- awarding and delivering prizes.

The legal basis for processing is the participant's entry into the Contest, through which the participant accepts these T&C, thereby entering into a contractual relationship with the Organizer.

Participants' personal data will be retained for a maximum period of five (5) years following the end of the Contest, based on the Organizer's legitimate interest in defending against potential legal claims.

Participants are specifically advised of the following:

- the winner's name and/or username will be published on Valamar's profiles;
- Valamar reserves the right to verify the identity of any person/winner claiming a prize.

During participation in the Contest, participants are requested to:

- protect their privacy, bearing in mind that their comments are public;
- refrain from sharing personal or sensitive information about themselves or their family members, particularly children, that they do not wish to be publicly available;
- refrain from including personal data of any third party who has not consented to being mentioned in public posts. This includes any information that could reasonably enable the identification of another person;
- ensure that photographs do not depict identifiable individuals.

By using Facebook/Instagram/META, participants accept the applicable terms of use and privacy policies, including policies governing the processing of personal data. Participants are encouraged to review such policies.

Participants have the right to:

- access their personal data;
- request rectification or erasure of their personal data;
- request restriction of processing;
- request data portability;
- object to the processing of their personal data.

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For additional information regarding the processing of personal data and participants' rights, please refer to our Privacy Policy: <https://www.valamar.com/en/privacy-policy>.

For any questions relating to personal data protection, the exercise of your rights, or the submission of objections, you may contact our Data Protection Officer at: dpo@valamar.com.

Participants also have the right to lodge a complaint with the competent supervisory authority, the Croatian Personal Data Protection Agency (AZOP), Ulica Metela Ožegovića 16, HR-10000 Zagreb, e-mail: azop@azop.hr, www.azop.hr.

8. Instagram and Facebook Disclaimer

Instagram nor Facebook is not responsible for, nor has anything to do with the promotion of the contest and is free from all responsibilities towards each individual participant. Instagram nor Facebook is in no way sponsor or manage the contest nor is the contest in any way related to Instagram/Facebook.

9. General Provisions

The participant warrants to the Organizer that they are entitled to participate in this Contest, that the photograph submitted is their original work, and that its publication and use in accordance with these T&C do not infringe the rights of any third party. The participant further warrants that the photograph does not constitute unlawful content and does not contain materials protected by the intellectual property rights of third parties without the necessary authorisations.

By submitting a photograph to the Contest, the participant grants the Organizer a non-exclusive, worldwide, royalty-free, perpetual right to use the submitted photograph for the purposes of administering and promoting the Contest, as well as promoting Valamar's pet-friendly hotels and campsites and **Valamar**, across all communication channels.

By publishing the photo, the participant confirms that the content has been submitted voluntarily and that they assume full responsibility for it. The Organizer shall not be liable for content published by participants or for any claims made by third parties arising from content submitted by a participant to the Contest. The participant undertakes to indemnify and hold the Organizer harmless against any loss, damage, cost or expense incurred because of any infringement of third-party rights or any breach of these T&C by the participant.



The Organizer reserves the right, at its sole discretion and at any time, to amend or supplement these T&C where required for legal, technical, organisational or other justified reasons.

These T&C are published on the **Valamar Camping** and **Sunny by Valamar** Instagram and Facebook profiles, as well as on the website:

<https://www.valamar.com/en/prize-winning-games> .

Any amendments to these T&C shall be published in the same manner as these T&C and shall enter into force upon publication.

In the event of a dispute between the Organizer and a participant, the parties shall endeavour to resolve the dispute amicably. If an amicable resolution is not possible, the dispute shall be subject to the jurisdiction of the court having subject-matter jurisdiction at the registered seat of Valamar. This Contest and these T&C shall be governed by the laws of the Republic of Croatia.

In Poreč, 2026

Valamar Riviera d.d.

The Organizer