

# #FIACwithBalzac Instagram Contest Rules

## Organization

The hotel Balzac, 6 rue Balzac 75008 Paris France, hotel of JW Luxury Hotels whose headquarter is registered at 11 rue Tronchet 75008 Paris France, organizes from the 21st of September 2015 (from 12 noon UTC/GMT+2) to the 14th of October 2015 (until 12 noon UTC/GMT+2) a photo contest named “#FIACwithBalzac Instagram contest”. The photo contest is not organized or sponsored by Instagram. The photo contest is available from the following page: <https://instagram.com/hotelbalzac/>.

## Conditions of participation

The photo contest is open to all individuals that have reached the age of 18 and that participate for private purposes only. Directors, officers, management, employees, other staff and family members of hotel Balzac or any of its affiliated companies are not eligible to enter this photo contest. The contest is open to all individuals who have the Instagram application downloaded on their mobile smart device and an Instagram account as of date of entry.

Participants may enter the photo contest as often as they want by uploading a picture of one of “Balzac” letters onto Instagram for which they have the sole property rights. Participants must tag a picture with #hotelbalzac, #parisart and #FIACwithBalzac hashtags.

Any submission that does not include the tags #hotelbalzac, #parisart or #FIACwithBalzac will not be considered for entry into the photo contest. No purchase necessary to enter or win this contest. To be selected, the participant account must be public.

## Prize

Six winning photos will be rewarded with two invitations to the FIAC. Full price FIAC ticket is 35€. The prize cannot be substituted, assigned, transferred, or redeemed for cash.

## Selection of winners

The selection of winners will be help on the 14<sup>th</sup> of October 2015 between 1:00pm and 6:00pm (UTC/GMT+2). Winners will be selected by Hotel Balzac and Danielle Voirin, special guest, artist and photograph. The list of winners will be published starting from the 15<sup>th</sup> of October 2015 on the official site of hotel Balzac (<http://www.hotelbalzac.com/>). The pictures of winners will be shared as well on the hotel Balzac Instagram page (<https://instagram.com/hotelbalzac/>).

Winners will be notified by direct message on Instagram from @HotelBalzac and will be asked for personal information (name, last name and email) that is required for the allocation of the prize. Winners will be invited to retrieve their prize from the 16<sup>th</sup> of October 2015 to the 21<sup>st</sup> of October 2015 at the reception of hotel Balzac.

## Photos Requirements

Photos must be the original work of entrant. Photos must not contain material that is inappropriate, indecent, contain profanity, nudity, sexual content; hateful content of any kind; content that promotes violence or harm to another living creature; or any other offensive content (as determined by hotel Balzac in its sole discretion). Photos must not contain material that promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing) or promotes any activities that may appear unsafe or dangerous. Photos must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age. Photos must not contain advertisements, personal solicitations or commercial solicitations; or promote any political agenda or party. Photos must not include any trademarks, logos, or copyrighted materials, other than Sponsor related materials, or advertise or promote any brand or product owned by any entity other than hotel Balzac. Photos must not contain

materials embodying the names, likenesses, photographs, or other identifying elements of any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without express written permission from the person or persons (or their estate) depicted in the photo. Photos must be in keeping with Sponsor's image and not contain any material that could reflect negatively on the name, reputation, or goodwill of hotel Balzac, its subsidiaries or affiliates. Photos must not violate or encourage the violation of any law, rule or regulation.

### **Protection of personal data**

The hotel Balzac will not disclose personal information of winners to third parties without express written permission from winners. With the participation in the photo contest, the participants accept that the comments and contents to be published on social media (Instagram, Facebook, Twitter, Pinterest), can be shared with other users of social media.

### **Responsibilities**

The hotel Balzac is not responsible for incomplete or misdirected entries, technical or network malfunctions or failures, or causes beyond their control. Entrants are solely responsible for their entries. Participants may not submit materials that introduce any software viruses, worms or other programs designed to damage software, hardware or telecommunications equipment or are off-topic, partisan-political, contain advertising, nudity, personal attacks or expletives, or is otherwise abusive, threatening, unlawful, harassing, discriminatory, libelous, obscene, false, sexually explicit, or that infringes on the rights of any third party.

By entering the photo contest, entrant agrees to hold hotel Balzac, its parent, affiliate and subsidiary companies, and each of their respective directors, officers, employees and assigns (collectively, the "Released Parties") harmless for any injury or damage caused or claimed to be caused, in whole or in part, directly or indirectly, by participating in the photo contest or by acceptance or use of a prize.

Released Parties are not responsible for incomplete entries or entries not received for any reason or for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by the hotel Balzac on account of technical problems or traffic congestion on the Internet or at any Web site or any combination thereof or for any other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the contest, the processing or judging of entries, the announcement of the prizes, the incorrect uploading of any photo or essay or in any contest-related materials.

### **Usage Rights in Entries**

The hotel Balzac and its designees shall have the unrestricted and non-exclusive right to edit, adapt, publish, copy, display, perform, broadcast, modify, and otherwise use any or all entry materials, alone or in combination with other material including but not limited to essays, photos and/or videos in any and all media, whether now known or later discovered, in perpetuity, without restriction of any kind whatsoever, without further compensation to the entrant or anyone else.

### **Acceptance and obtaining of the contest rules - complaints**

By participating in the contest, each contestant agrees to the rules of the contest, including all eligibility requirements, and understands that the results of the contest, as determined by hotel Balzac and its agents, are final in all respects. The contest is subject to all federal, provincial and local laws and regulations and is void where prohibited by law.