



"Explore the Islands!" PHOTO CONTEST

Official Contest Rules of Tourisme Îles de la Madeleine

1. DURATION

The "Explore the Islands" Photo Contest organized by Tourisme Îles de la Madeleine starts on July 12, 2020, at midnight (Atlantic time) and ends on September 19, 2020, at 11:59pm (Atlantic time).

2. ELIGIBILITY

The contest is open to every residents of Quebec who, at the time of entering the Contest, are eighteen (18) years or older, except employees of the organizer, industry partners, and their affiliated companies, advertising and promotion associated with this competition, suppliers, employee or subcontractor of a provincial liquor and, respectively, any person with whom an employee, agent or representative is domiciled or any member of his "immediate family". For the purposes of these regulations, "immediate family" includes mother, father, brother (s), sister (s), child (ren), husband, wife or partner (s) of fact such employee, agent or representative.

3. HOW TO PARTICIPATE

NO PURCHASE NECESSARY. To enter the Contest, the participant must:

- Acquire the sunglasses associated with the Contest by going to the Tourist Information Center of Tourism Îles de la Madeleine located at 128 Chemin Principal, Cap-aux-Meules (available in limited quantity).
- Visit at least one (1) company member 2020 of Tourisme Îles de la Madeleine (Consult the repertory at www.tourismeilesdelamadeleine.com).
- Take one (1) photo when visiting the company where the following two (2) items must be visible to be eligible:
 - ✓ The sunglasses;
 - ✓ At least one (1) distinctive element to identify the company visited.
- Submit your participation to concours@tourismeilesdelamadeleine.com by providing:
 - ✓ The picture;
 - ✓ The full name of the participant;
 - ✓ The name of the company visited.

One (1) participant may submit one (1) entry photo per week for the duration of the contest (10 weeks). Each photo is counted as one (1) entry and each photo will only be eligible once (1) for the duration of the contest. Only one (1) participant is eligible per photo submitted. The same email address cannot be used



by more than one (1) participant. Tourisme Îles de la Madeleine reserves the right to disqualify any person who transgresses or attempts to transgress the rules of this Contest.

The contest organizers can decide, according to their sole discretion, to eliminate the participants who do not meet the requirements, which include the following:

- The participant agrees not to post a picture featuring a third party without the consent of said third party;
- The pictures must be free from any right, including the rights to use, copy, modify, publish and distribute for all types of media;
- The pictures must be free from inappropriate content, including sexual, explicit, offending, harassing, discriminatory, defamatory, violent, malicious or hateful content; and
- The pictures must be free from all images and languages suggesting or encouraging any kind of illegal activity.

Any participant failing to comply with those requirements will be automatically disqualified from the contest.

4. DRAW

One (1) draw per week will be held on Monday at noon (Atlantic time) at the offices of Tourisme Îles de la Madeleine which are located at 128 chemin Principal, Cap-aux-Meules. One (1) entry will be drawn at random each week from among all eligible entries received.

Draw dates:

- July 20 and 27, 2020
- August 3, 10, 17, 24 and 31, 2020
- September 7, 14 and 21, 2020

Any selected participant will be notified by email. To be declared a winner, the selected participant must have submitted a picture to Tourisme Îles de la Madeleine in which the sunglasses associated with the campaign as well as at least one (1) distinctive element to identify the company member 2020 of Tourisme Îles de la Madeleine visited within the framework of the Contest appear clearly. No mounting is allowed. In the event that Tourisme Îles de la Madeleine does not manage to reach the winner by email within forty-eight (48) hours of the draw, the participant will be disqualified, and an alternate winner will be selected. In the event that the representative of Tourisme Îles de la Madeleine is unable to notify a participant within a reasonable time or if a participant does not respond to the e-mail from the representative of Tourisme Îles de la Madeleine in a period of forty-eight (48) hours, this participant



will be disqualified and the organizer will have the right, in its sole discretion, to cancel the awarding of the prize.

The participant, by submitting their photo of participation to Tourisme Îles de la Madeleine, acknowledges and confirms compliance with these Contest rules and the absence of responsibility of the organizer and any other organization involved in the awarding of the prize as well as their respective employees for any injury, accident, loss or misfortune related to the Contest, the prize or the awarding of the prize.

5. PRIZE

One (1) winner per week will be awarded one (1) prize valued at 150\$ which consists of one (1) gift certificate from a 2020 member company of Tourisme Îles de la Madeleine at the winner's choice.

Total number of winners: 10

Total value of prizes: 1 500\$

The prizes must be accepted in the form of a gift certificate and cannot be exchanged for money. No prize substitution (whether partial or total) will be granted to the winners.

The refusal to accept the prizes frees Tourisme Îles de la Madeleine and its partners associated with the contest from any and all liabilities and obligations.

Tourisme Îles de la Madeleine and its partners associated with the contest assume no responsibility or liability of any kind for cases where their inability to act would be a result of a fact or a situation beyond their control, such as a strike, a lockout or any other labour disputes within their establishment or within those of any organization or business whose services are used to run this contest.

6. PERSONAL INFORMATION

By entering this Contest, participant consent to the collection, use and disclosure of their personal information by the organizer or its authorized for the purpose of agents for administering this Contest and award prizes. By accepting a prize, winner consents to any use of their name, address (city and province), voice, statements, image and photographs or other likeness recordings for publicity purposes in all media and formats, including, but without limitation, the Internet, and without further notice or compensation, and any winner may be required to sign a document to that effect.

By participating in the contest, the participant agrees that Tourisme Îles de la Madeleine can publish their photo on its various platforms (Facebook, website or other communication tools).



7. ERRORS

The photos submitted as part of the Contest containing or presenting errors, not including the sunglasses associated with the campaign or not comprising a distinctive element of a 2020 member of Tourisme Îles de la Madeleine will be cancelled. The photos that have been tampered with, mutilated, altered, forged, reproduced or obtained illegally will not be eligible. Without limiting the scope of the exemption provided for in Article 5, it is understood that the beneficiaries of the exemption contained in the Release Form will not be held responsible for : a) any incomplete or inaccurate information, whether caused users contest Site or equipment or software used in connection with the Contest or by any technical or human error which may occur during the processing of entries; b) the theft, destruction or unauthorized access to or alteration newsletters thereof access; c) difficulties or technical problems encountered with any telephone network or lines, computer online systems, servers or providers, computer equipment and software, viruses or bugs; d) the inability of the organizer, for any reason, including congestion on the Internet or on an Internet website or both, to receive or send e-mail ; e) damage to the computer system or device participant or another person due to participation or downloading materials in this Contest.

8. RIGHT TO CANCEL, MODIFY OR SUSPEND

By entering this Contest, each participant agrees to be bound by this Official Contest Rules which is available on the website www.tourismeilesdelamadeleine.com/contest during the Contest Period.

The organizer reserves the right to change or cancel without notice the Contest Rules, subject to obtaining any necessary approval of the *Régie des alcools, des courses et des jeux du Québec*.

Subject to the foregoing, the organizer can make at any time, modify or terminate the Contest in whole or in part if, in its sole discretion, it determines that for any reason whatsoever, the contest does not take place as planned, including by reason of tampering, destruction, loss or theft of entries or any other defect that could compromise the fairness or integrity of the contest.

9. MISCELLANEOUS

By participating in this Contest or trying to participate, each participant or purported participant agrees to release, discharge and hold harmless forever, Tourisme Îles de la Madeleine and its directors, officers, employees, shareholders, agents or other representatives, its parent company and its affiliates from any claims, actions, damages, demands, manner of actions, causes of action, suits or liability of any nature whatsoever arising from or related to the participation or attempted participation in the Contest, compliance or not with the contest rules and acceptance and use of the prize.

Participants who do not comply with these Official Rules may be excluded from this contest and any other contest or promotion future held by the organizer. The official contest rules are available at www.tourismeilesdelamadeleine.com/contest. All decisions of the organizer and the judges are final and



binding with respect to all aspects of this contest . The Contest is subject to all applicable federal and provincial laws and any municipal regulations. The prize is not transferable. The prize must be accepted as awarded with no substitutions in cash or otherwise, except at the sole discretion of the organizer. The organizer reserves the right to substitute a prize of equal value at a price that cannot be awarded as contemplated herein.

The organizer and the other beneficiaries of the exemption are not responsible for illegible, incomplete, mutilated, lost, misdirected or delayed address, which will be void ballots. The use of automated devices is prohibited. Only selected participants will be contacted. No prize will be awarded unless the winner has been confirmed. In the event of a dispute over who submitted an online entry, the entry will be deemed to have been approved by the authorized account holder of the email address submitted at the time of validation of the newsletter account. By "authorized account holder" means the natural person who is assigned an email address by an Internet access provider, an online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the e-mail address in question . A selected participant may be required to provide proof that the organizer is the holder of the authorized account linked to electronic entry selected address.

The organizer reserves the right, in its sole discretion to disqualify, from this Contest and any other contest or any future promotion held by the organizer, any person convicted or suspected of tampering with the processing of entries or the conduct of the Contest or the Contest Website, to have violated the Official Rules or acted unfairly or to harm or with intent to annoy, harass, threaten or harass any other person. PARTICIPANT OR ANY OTHER PERSON WHO TRIES TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES IN SUCH A CASE, THE RIGHT TO SEEK FROM ANY SUCH PERSON DAMAGES THAT IS ENTITLED TO REQUIRE BY LAW.

10. RÉGIE DES ALCOOLS, DES COURSES ET DES JEUX

The *Régie des alcools, des courses et des jeux du Québec* is not bound in any way to this contest and can not be held responsible in any way whatsoever any matter relating to this Contest.

11. APPLICABLE LAWS

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.

People who enter the contest acknowledge having read these rules and agree to comply. The use of the masculine aims to facilitate the reading of the text.