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HORSE PILOT



2020 Ambassador Challenge

Rules

Article 1 – Organizing company

HORSE PILOT, company based in CYSOING (FRANCE), registered in the Lille Trade and Companies Register under number 527 876 445, organizes, from Tuesday 1 October 2019 to Sunday 8 December 2019, a free challenge with no obligation to purchase or participate entitled "Ambassador Challenge - 2020".

Article 2 – Who is allowed to participate?

The entire challenge, the different stages and the communication will be available in French, English and German. This challenge consists of four stages:

1. A first stage open to anyone residing in a country where the brand is present.
2. A second stage where only the 100 competitors selected at the end of the first stage will be allowed to participate.
3. A third stage accessible to the 10 competitors selected at the end of the second stage.
4. A fourth stage for the 3 finalists of the Ambassador Challenge.

Persons directly involved in the organisation, production, implementation, promotion and animation of the competition may not participate.

Article 3 – How to participate

Stage #1: questionnaire

Participants must complete the questionnaire proposed by Horse Pilot available via the following link: <https://forms.gle/bAisuoD9z9qCoWZ8A>

Following this questionnaire, a second one will be sent to them by email.

Participants undertake to provide the requested information accurately; each answer is personal.

Stage #2: Video presentation

The 100 participants selected by the jury for the second stage will have to make a video of a maximum of 3 minutes. They will upload it to one of the following video sharing platforms: - YouTube - Vimeo - Dailymotion - in confidentiality "PUBLIC", and will send the link by email.

In this video, participants will have to introduce themselves quickly, explain their motivation, create an immersion in a universe that seems to correspond to Horse Pilot. They must also be visible on horseback. The equipment to record the video is not imposed on them. The videos will be submitted to the jury for a vote. 10 participants will be selected at the end of this stage.

Stage #3: Public Vote on Social Media

The 10 participants selected for this third stage will be asked to provide a photo and a brief description of their profile and motivation as well as the link to their video. The photos will be posted on Facebook and submitted to the public vote. 3 candidates will be selected as finalists: the two candidates with the highest number of votes and a third chosen by the jury.

Stage #4: Interviews

The 3 finalists will compete in a final that will take place on Saturday, December 7, 2019 at the Salon du cheval de Paris. Access to the Salon will be provided by Horse Pilot. The candidate's travel is at his expense. If the selected candidate cannot physically attend the show, he/she must make himself/herself available for a video conference interview (Skype or FaceTime). At the end of this last stage, one of the three candidates will be named the winner of the 2020 Ambassador Challenge.

Article 4 – Specificities

1) Questionnaire

The participants attest on their honour that the information given in the questionnaire is true. The participants authorize Horse Pilot to use all this data for the Ambassador Challenge and for brand communication purposes.

2) Videos

As part of the Horse Pilot Ambassador Challenge, participants will have to send the organizers a video each for between 50 seconds and 3 minutes. The videos posted must be free of copyright. Consequently, participants must ensure by sending their video that the following conditions are met:

- the video represents the participant and is the result of his or her original work;
- if the video depicts other persons (adults or children), the entrant has obtained permission from that person or the child's parents to allow the contest organizers to use the video;
- the video does not contain any material that infringes or infringes any right whatsoever, including, but not limited to, copyright, patent, trademark or other intellectual property rights, publicity rights and the right to privacy of any natural or legal person.

Any video made with a view to participating in the Ambassador Challenge must not in any way harm any person and must not constitute an offence against public morals, an incitement to commit crimes or offences, any provocation or discrimination, hatred or violence. Similarly, videos of naked or partially naked people are not allowed.

The videos will be moderated and will therefore be checked by the organizer.

By registering, the participant agrees that his videos may be broadcast and used on the Facebook Horse Pilot page as well as his Instagram account during the game.

3) Presentation submitted to the public vote

Each participant undertakes to provide Horse Pilot with a visual that will be used on social networks and submitted to the public vote.

The visuals will be moderated and controlled by the organizer.

Each participant undertakes to respect the public vote. Any attempt at fraud with the creation of false accounts may be sanctioned and the candidate may be eliminated.

4) Final

In the last stage, three finalists will compete in a final that will take place during the Longines Masters in Paris. Horse Pilot offers 2 tickets to each of the 3 selected. Travel tickets to the event, accommodation and meals on site will be the responsibility of the participant. If it is impossible to physically attend the show, the participant will keep his place as a finalist and will be subjected to a remote video interview via Skype or FaceTime. The candidate must be available at the time indicated by the organizers.

Article 5 – Selection procedure

1) Following the questionnaire

Dates: October 1, 2019 - October 25, 2019 (at noon)

The participants authorized to participate in the second round will be selected by the members of the organizing team on the adequacy of their profiles with the qualities sought in the future ambassador.

2) Following the videos

Dates: November 1, 2019 to November 11, 2019 (at noon)

Finalists will be selected at the end of the jury's voting period. The 10 videos selected will open the doors to the next step.

3) Following the public vote

Dates: November 15, 2019 to November 22, 2019 (at noon)

The two photos that received the most "I love" will automatically be named finalists. A third participant will be selected by the jury members.

4) Following the interview

Date: December 7, 2019

The winner will be chosen from among the three finalists for his motivation, his qualities as an ambassador and the sharing of Horse Pilot's sporting values.

Any winner who could not be contacted or who did not appear within 10 days of being contacted and informed that he/she was a winner in order to receive his/her prize will no longer be allowed to claim it. And in this case, the prize will be awarded to the runner-up in 2nd place.

Article 6 – Responsibilities

The organiser cannot be held liable under any circumstances in the event of any malfunction in the method of participation in this competition, linked to the very characteristics of the Internet; in this case, the participants may not claim any compensation of any kind whatsoever. Facebook and Instagram are in no way involved in the organization and promotion of this contest. Consequently, they cannot be held liable in the event of a complaint.

Participation in the Ambassador Challenge implies knowledge and acceptance of the characteristics and limits of the Internet network, in particular with regard to technical performance or malfunctions, response times for transferring information, risks of interruption, risks related to connection, lack of protection of certain data against possible misuse and risks of contamination by possible viruses circulating on the Internet network.

Horse Pilot cannot be held responsible under any circumstances if one of the participants or his horse or any person involved in the making of the video is injured during the making of one of the videos. Everyone is invited to observe the utmost caution and not to put themselves or their horse in danger.

Article 7 – Data processing and liberties

In accordance with the provisions of the Data Protection Act of 6 January 1978 amended by the Act of 6 August 2004, the information collected to participate in the Ambassador Challenge is intended exclusively for the organiser and its partners during the game. The data collected for this purpose are mandatory to participate in the Ambassador Challenge. Therefore, persons who wish to delete this data before the end of the competition will not be able to participate in the competition. The winners expressly authorize the organizer to reproduce and publish free of charge on the information documents related to this contest the identity of the winners, namely the account used to post the photo. This authorization is valid for 6 months from the announcement of the winners. All participants in the competition also have the right to access, rectify and delete data concerning them upon written request to the following address: HORSE PILOT 450 route de Gruson 59 830 Cysoing FRANCE.

Article 8 – Regulations

These rules can be consulted on the website www.horsepilot.com.

Article 9 - Fraud

Any fraud, or attempted fraud, manifested by the commencement of execution and committed with a view to improperly collecting a lot, shall be prosecuted in accordance with the provisions of articles 313-1 et seq. of the Criminal Code. Article 13 - Applicable law
This regulation is subject to French law. Any difficulty relating to the interpretation, execution, of this settlement shall be settled amicably between the parties. If no agreement is reached within one month, the dispute may be submitted to the competent courts.

Article 10 – Loi applicable

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