

CONTEST RULES Mr. or Miss Cavalor

ARTICLE 1 – ORGANIZATION

The photo contest is organised by Versele-Laga, headquartered in Belgium at 9800 Deinze, Kapellestraat 70, with company number BE 0424.901.669, and Nutriquine NV, headquartered in Belgium at 9031 Drogen, Industriepark 11B, with company number BE 0861.186.883.

ARTICLE 2 – RULES

2.1 The aim of the contest is to photograph your horse and place the most beautiful picture online.

2.2 The theme of the photo contest is "Mr. and Miss Cavalor". Any photos not related to this theme or any inappropriate photos will be removed from the selection.

2.3. It is up to the participants to give an artistic expression of how they see their animal, while conforming to public decency.

2.4. The contest runs from 4 April 2017 up to and including 2 June 2017. This is the last day on which the photos can be submitted. Photos submitted after this date will not be entered into the contest.

ARTICLE 3 – PARTICIPATION

3.1 This contest is open to any natural person.

3.2 Anyone can participate. Legal persons and staff members of the organizer, all employees of any Versele-Laga, Nutriquine or Anidis affiliate and their relatives to the second degree or resident family members may participate in the contest, but are excluded from prizes.

3.3 The photo contest is open to both professional photographers and amateurs of all nationalities and ages. Children (aged under 18) must have the consent of a parent/guardian or their legal representative aged over 18 in order to participate. Winners must prove their age before they can receive their prize. The organizer may ask any winner aged under 18 to present proof of consent from parents/guardians, stating that they consent to their child taking part in the contest and to the award of the prize by the organizer. The organizer reserves the right to select another winner if the original winner cannot present sufficient proof of consent.

3.4 Participation in this contest is free.

3.5 Participating in this contest entails the explicit acceptance of the contest rules. The participants can find the contest rules at www.cavalorgames.com or they can request them in writing from Versele-Laga.

In cases not covered by these rules, the organization decides. There can be no discussion on the content of the decision.

3.6 To validly participate in the contest, you must submit the photos via www.cavalorgames.com.

3.7 Delivery of the images:

3.7.1. In a good quality (at least 800x600 pixels).

3.7.2 In jpeg, gif or png format.

3.7.3 With a minimum size of 250Kb and a maximum size of 2Mb.

3.8. To validly participate, you must enter your name, address, email address and the name of your horse with every photo. If your address, postal code, country and email address are entered incorrectly, your participation is invalid and you cannot compete for the prize.

3.9 Participants are responsible for all their own expenses incurred to participate in this contest.

3.10 The participants guarantee the authenticity of their photos. Attempted fraud means exclusion from the contest.

3.11 The participant who submits one or more photos is aware of copyright. Participants must have the exclusive rights of each submitted photo and take responsibility for their submitted work, both in terms of the right to privacy and in terms of copyright. By submitting, the photographer declares that the persons in the photos have no objection to publication. They are also aware of the rules of the contest. The photographer himself must have taken the photos. Submission of the photos implies the ownership of copyright by the entrant.

ARTICLE 4 – ASSESSMENT/VOTING

4.1 Assessment of the photos is as follows:

4.1.1 Anyone can submit an unlimited number of photos per email address, with a maximum of three photos per session.

4.1.3 The organizer will check the submitted photos to assess if they are valid for publication and not contrary to good morals. Only photos of horses are accepted.

The organizer does not have to give any reason for not publishing a photo. The organizer may remove a published photo of his choice from the contest at any time.

4.1.4. The assessment is based on range voting. This means that it is possible to vote on the published photos on the contest website. One can only vote once per Facebook account. The three most beautiful photos are chosen at Cavalor HQ and continue on to the finale. In this finale, a Cavalor jury will visit and give points. These three finalists also have to collect as many likes as possible. Those who have the highest ranking on both parts will become Mr. or Miss Cavalor.

4.2 The organizer may cancel cast votes and entries at any time if there is a suspicion of fraud, without motivation or information.

4.3 Voting is possible from 5 June 2017 up to and including 18 June 2017.

4.4 It is not possible to appeal against the outcome. No letters, telephone calls or emails will be answered in connection with the contest.

ARTICLE 5 – PRIZES

The photo contest has the following prizes:

5.1. First prize is a professional photo shoot of your horse and yourself, a massage for your horse and a care package.

5.2. Each week there will be a winner who will receive a care package.

5.3. Each participant will receive a voucher for a free Crunchies 1.5 kg bucket at home (limited edition, maximum quantity 200).

5.3. The outcome of the contest will be announced on 19 June 2017.

5.4 The winners will be notified by email using the address associated with their participation.

ARTICLE 6 – AWARDING THE PRIZES

The prizes will be sent to the address associated with your participation. The prize cannot be sent if the address is incomplete or incorrect and Versele-Laga can decide itself to appoint a new winner.

The prize cannot be exchanged for cash or other benefits in kind.

ARTICLE 7 – COPYRIGHT

No rights can be derived from (participation in) this photo contest, publications on the website or in internal and/or external displays or exhibitions.

The organizer is not responsible for violating the copyrights to the photos submitted by third parties. The organizer cannot be held responsible for costs arising from the unauthorized use of copyrighted images.

ARTICLE 8 – AMENDMENTS TO THE RULES

The organizer reserves the right to cancel, postpone, extend, shorten or change this Contest in whole or in part, if circumstances so require, without having to justify this decision and without being able to be held liable in any way.

ARTICLE 9 – PERSONAL DATA PROTECTION ACT

The personal data requested on the entry form are compulsory. These data are for the Organizer and are intended solely for participation in the Contest, the selection of the winners, the awarding of the prizes and in fulfilment of the obligations arising from the applicable laws and regulations. The personal data are only kept for the duration and for the benefit of the Contest and will

not be used for commercial purposes. These data will not be sold or transferred to third parties in any way whatsoever.

ARTICLE 10 – COMPLAINTS

10.1 Any complaint must be filed by registered letter including a reasoned argument before 2 June 2017 to Versele-Laga: 9800 Deinze, Kapellestraat 70.

10.2 No legal recourse is permitted.

ARTICLE 11 – LIABILITY

11.1 The organization cannot be held responsible for any technical problems during opening/uploading of digital files which makes it impossible for the entry to compete for the prizes. In addition, the initiators cannot be held responsible for any damage experienced by the participants, such as problems related to computer networks, computer virus infections and unauthorized computer access.

11.2 The organizer cannot be held responsible for interruption or cancellation of the contest for causes outside his control.

11.3 The organizer is not responsible for violating the copyrights to the works submitted by third parties.

The organizer cannot be held responsible for costs arising from the unauthorized use of copyrighted images.

11.4 The participants indemnify the organization of any kind of claim or responsibility arising from publication or exhibition of the entries.