



## COMPETITION RULES “#ObjectifTuileries”

### **Article 1 – The competition**

The Établissement Public du Musée du Louvre (EPML), registered at Musée du Louvre – 75058 Paris Cedex 01 France, hereinafter referred to as “the Organizer”, is organizing a competition entitled “#ObjectifTuileries,” hereinafter referred to as “the Competition”, within the framework of the *Become a Patron!* campaign to support the restoration of the Tuileries Garden’s Grande Allée.

The Competition will run from 10:00 a.m. on September 14, 2020 to 11:59 p.m. on January 15, 2021 inclusive, in accordance with the terms and conditions laid out in these Official Rules, accessible at [www.tousmecenes.fr](http://www.tousmecenes.fr) on the “#OBJECTIFTUILERIES” page.

These Official Rules define the rules applicable to the Competition.

Participants are invited to post a photograph of the Grande Allée or other feature of the Tuileries Garden (hereinafter referred to as “photograph”) on the social network Instagram along with the hashtag #ObjectifTuileries.

Participation in the Competition constitutes full acceptance of these Official Rules in their entirety, acceptance of the Terms and Conditions of Instagram and of current cyber ethics, and compliance with image reproduction rights and the right to privacy. Non-compliance with these Official Rules will lead to disqualification.

### **Article 2 – Conditions of participation**

The Competition is open to all individual persons, adults and minors, hereinafter referred to individually as “the Participant” and collectively as “the Participants.”

All minors participating in this Competition are understood to do so under the supervision and with the approval of their parents or legal guardian(s). Minors must provide a valid email address of a parent or legal guardian.

The Organizer reserves the right to request proof of this authorization at any time during the course of the Competition, especially when prizes are distributed, and may disqualify a minor whose parent or legal guardian does not approve of participation.

Anyone directly involved in the organization, promotion, and/or creation of the Competition is not eligible to participate; family members (spouse, parent, child, sibling, or other household member) are also ineligible.

It is expressly specified that the participant must be the author of the photograph.

### **Article 3 – Conditions for participation**

Each participant must have Internet access, an email address, and an account on the social network Instagram prior to participating in the Competition.

Participants may participate under their Instagram username or real identity. They must, however, provide their real identity and contact information to the Musée du Louvre if they win the Competition. Otherwise, they will be disqualified and lose eligibility to win the Competition.

To participate in the Competition, the participant must take a photograph of the Grande Allée in the Tuileries Garden in Paris that does not include an identifiable person who has not given their consent. The deadline for sharing said photograph publicly on Instagram with the hashtag #ObjectifTuileries is 11:59 p.m. on January 15, 2021, Paris time.

Participants of the Competition may submit an unlimited number of photographs.

The Competition described herein is entirely free of charge, with no obligation of purchase and entailing no expense or financial sacrifice in any form whatsoever on the part of participants.

## **Article 4 – Designation of the winner**

### **4.1 The jury – selection criteria**

The jury, made up of staff from the Établissement Public du Musée du Louvre, will select one (1) photograph from among those published within the framework of the Competition.

The jury will make their choice between January 18 and January 25, 2021.

The jury will take the following criteria into account when selecting the winner:

- Technical quality of the photograph
- Originality and artistic value
- Presence of a feature of the Tuileries Garden in the photograph

The number of “likes” for the photographs will have no bearing on the selection of winners.

### **4.2 Choosing the winner**

After the jury chooses a winner and verifies that the winner has met all the conditions of participation, the official Instagram account of the Organizer (@MuseeLouvre) will notify the winner that they won within a maximum of seven (7) days counting from January 25, 2021.

The winner will be notified of their prize:

- On the winning posts via a comment from the official Instagram account of the Organizer;
- On the dedicated post published on the official Instagram account of the Organizer;
- And via private message on Instagram.

The winner is asked to confirm acceptance of the prize and provide the Organizer with the necessary information to retrieve the prize (first and last name, email and mailing address) by message via Instagram within seven (7) days counting from the date when they were notified that they won. If the winner does not respond within this time, cannot use or chooses not to use the prize for any reason, they will forfeit the prize and cannot claim any damages or compensation. The prize will be given to a runner-up chosen under the same conditions as when the jury made its original choice.

The Organizer cannot be held responsible for any technical malfunctions regarding notifications via the Instagram platform.

## **Article 5 – Prize**

The winner will be rewarded a prize of a value of six hundred and thirty euros (€630) consisting of the following:

- A private tour of the Tuileries Garden of a value of five hundred euros (€500);
- Tea Time for two at the Meurice Hotel of a value of one hundred and thirty euros (€130).

The attributed prize cannot be contested or exchanged for cash or any other type of prize.

In the case of force majeure or act of a third party, the Organizer reserves the right to offer the winner a similar prize of an equivalent value.

If the winner is a minor, he/she must be accompanied by an adult during the private tour and Tea Time.

## **Article 6 – Intellectual property rights, privacy rights, image reproduction rights**

The participant cedes, free of charge, to the Organizer the exploitation rights (right of representation and reproduction rights) of the winning photograph, which may feature on the Organizer's social media accounts (Twitter, Instagram, Facebook) within the framework of the present Competition and on those of its partner, the Meurice Hotel. This authorization is valid throughout the world for a period of three (3) years.

The participant may not claim any remuneration for the distribution of the photograph.

The participant agrees not to present any photograph that borrows or uses any feature protected by intellectual property rights (notably a brand) belonging to a third party and for which prior and express authorization has not been obtained.

The participant or, in the case of a minor, his/her parents or legal guardian(s), agree(s) to submit a photograph in accordance with the rules and principles of French law, notably the right to privacy and image reproduction rights.

The participant or, in the case of a minor, his/her parents or legal guardian(s), guarantee(s) the Organizer against all recourse to intellectual property law, privacy rights, and image reproduction rights, and against all recourse of third parties who may claim any right to the photograph.

## **Article 7 – Filing and availability of Official Rules**

These Official Rules are filed at the office of court bailiff Maître Sandrine Manceau, 130 rue Saint-Charles, 75015 Paris.

The complete Official Rules are available on the Organizer's website ([www.tousmecenes.fr](http://www.tousmecenes.fr)) for the duration of the Competition.

## **Article 8 – Decisions by the Organizer**

The Organizer reserves the right to extend, shorten, modify, or cancel the Competition at any time, particularly in the event of force majeure, and no compensation will be due to Participants on account thereof. Any change will be subject to an amendment which will be filed with Maître Sandrine Manceau and uploaded to the *Become a Patron!* website ([www.tousmecenes.fr](http://www.tousmecenes.fr)).

The Organizer may, at its sole discretion, take any decisions it deems useful for the application, execution, and/or interpretation of these Official Rules. The Organizer may inform the Participants by any means it chooses.

The Organizer may, if there is due cause, declare invalid and/or cancel all or part of the Competition if it appears that frauds, attempted frauds, or malfunctions have occurred in any form whatsoever, particularly within the framework of participation in the Competition or determination of the winner.

An act of fraud immediately disqualifies the person having committed it.

### **Article 9 – Liability**

The participant accepts sole responsibility for each photograph and each comment published.

The Organizer will not be liable if, due to force majeure, events beyond its control, or justified reasons, it had to cancel the Competition, shorten or extend its duration, postpone it, or modify the conditions in these Official Rules.

The Organizer cannot be held responsible for frauds committed by a Participant on other Participants.

In the event of breach of these Official Rules by a Participant, the Organizer reserves the right to exclude that Participant from the Competition, without any obligation to compensate and without any prejudice to the Organizer's rights and appeals.

### **Article 10 – Code of conduct**

Participants undertake to comply with the laws and regulations applicable in France and with these Official Rules. They therefore undertake to behave fairly and, in particular, not to modify or attempt to modify the running of the Competition.

Any breach by a Participant of these Official Rules will lead to the Participant's disqualification from the Competition and from receiving the prize in the event that they win the Competition.

### **Article 11 – Personal data**

Participants are informed that the personal data requested in the context of the Competition is required for their participation and for the attribution of the prize if they win the Competition.

The collection of this data for the Musée du Louvre is based on participation in the Competition and on acceptance of these Official Rules by each Participant.

If a Participant refuses to communicate this data, their participation will be invalid and, should they win the Competition, the Musée du Louvre will not be able to award them the prize specified in Article 5 ('Prize').

The data requested may be communicated, for the above-mentioned purposes, to the Louvre's External Relations Department and Architectural Heritage and Gardens Department and to the following EPML subcontractors: the Meurice Hotel restaurant, in charge of welcoming the winner for "Tea Time".

There is no transborder flow of the data requested.

The data will be stored for three (3) years starting from the date when it was provided by the Participant.

In accordance with amended French Act No. 78–17 of January 6, 1978 on information technology, computer files, and civil liberties, and Regulation (EU) No. 2016/679 of April 27, 2016 (“General Data Protection Regulation”), each Participant has the right to access, rectify, remove, and oppose the processing of their personal data, and a right to the portability of their data and to the limitation of processing.

Each Participant can exercise these rights by sending an email to [donneespersonnelles@louvre.fr](mailto:donneespersonnelles@louvre.fr) or a letter to the Organizer at the postal address given in Article 12 of these Official Rules, providing their contact details and proof of identity.

Each Participant may also, where required, address a complaint to the CNIL (the French Data Protection Authority), 3 Place de Fontenoy, TSA 80715, 75334 Paris Cedex 07, France.

### **Article 12 – Governing law and litigation**

Participants are subject to the French regulations on games and competitions.

Any disputes regarding these Official Rules should be addressed in writing to the following address within a maximum of ninety (90) days (date as per postmark) after the closing date of the Competition specified in these Official Rules:

Musée du Louvre  
DRE / Service du Mécénat  
75058 Paris Cedex 01

Any persistent disagreement relating to the application, execution, or interpretation of these Official Rules and, unless settled amicably, any litigation shall be referred to the competent court in Paris.