

## **RULES OF THE "MY URBAN GARDEN LUXEMBOURG" PHOTO CONTEST**

### **1. ORGANISER OF THE CONTEST**

This contest is organised and managed by the non-profit association "LUGA a.s.b.l.", (hereinafter: "the organiser"), whose registered office is located at L-1352 Luxembourg, 1, rue de la Congrégation, and which is registered in the Trade and Companies Register under number F12354.

### **2. DESCRIPTION OF THE CONTEST**

#### **2.1. Title of the contest**

The contest is entitled "My Urban Garden Luxembourg".

#### **2.2. Purpose of the contest**

The contest is part of the promotion of the horticultural exhibition "LUGA - Luxembourg Urban Garden", which will take place in Luxembourg, in the Grand Duchy of Luxembourg, from May to October 2025 (hereinafter "LUGA").

It is intended for any individual who wishes to share his or her vision of the green spaces of Luxembourg-city and the Grand Duchy of Luxembourg. Participants will be invited to submit photos of green spaces located in the capital and the country of the Grand Duchy of Luxembourg.

#### **2.3. Duration of the contest**

The contest starts on 15 July 2021 and ends on 31 December 2022.

### **3. PARTICIPATION IN THE CONTEST**

Any person who has sent a photograph is referred to in these rules as a "participant".

#### **3.1. Conditions of participation**

Participation in the contest is free of charge. It is open to any natural person of legal age, to any emancipated minor, or to any minor with the authorisation of one of his or her legal representatives, excluding employees of the organiser and service providers involved in the organisation of the event.

The organiser reserves the right to ask any participant to provide proof of these conditions when choosing the winners. Any person who does not meet these conditions or who refuses to justify them will be excluded from the contest and will not be entitled to the prize awarded to him/her if he/she wins. Similarly, any false declaration, indication of identity or address will result in the immediate elimination of the participant.

Participation in the contest implies unreserved acceptance of these rules and compliance with the laws and regulations in force in the Grand Duchy of Luxembourg, under the conditions specified below, in Article 9 of these rules.

#### **3.2. Purpose of participation**

The participant must take a photograph in a green area of the Grand Duchy of Luxembourg, i.e., in a place located in a green area, park, public garden or in one of the gardens or parks of a private property of the city and the Grand Duchy of Luxembourg.

### **3.3. Obligations of the participant**

The participant undertakes to have obtained all necessary authorisations before entering the place where the photograph was taken. The organiser cannot be held responsible for the photograph of a place that should have been subject to prior authorisation or in which photography is prohibited, only the participant will be responsible.

The photograph must not constitute an affront to public decency, nor an incitement to commit crimes or offences, to any form of provocation or discrimination, to hatred or to violence. Thus, photographs of naked persons or parts of the body, which would be contrary to public decency to show in public, are not permitted. Any photograph that does not comply with this paragraph will be rejected by the organiser.

### **3.4. How to send the photograph to the organiser**

Interested parties are invited to send their photographs to the address [myurbangarden@luga.lu](mailto:myurbangarden@luga.lu), between 15 July 2021 and 31 December 2022 at midnight. All photographs received after this date will be rejected. No other means of entry will be accepted other than by e-mail: no entries by telephone, fax, post, or e-mail to an address other than [myurbangarden@luga.lu](mailto:myurbangarden@luga.lu) will be considered.

### **3.5. Rights to photographs**

By sending a photograph, the participant undertakes to hold all rights to this image and that it is his or her original work. As a result, they must ensure when sending their photograph that it is free of all rights and claims of third parties.

### **3.6. Authorisation to use the photographs in the context of the "LUGA" and the months preceding the event**

By sending a photograph, the participant gives his/her consent to the use of this photograph by the organiser under the conditions set out in this article.

The agreement given to the organiser allows it to use the photograph for the following purposes:

- reproduction and public display (particularly to publish brochures, posters, press releases, or to publish announcements on websites and all the organiser's social network accounts), and
- to any legal entity participating with the organiser in the organisation or promotion of the "LUGA" exhibition; this includes, but is not limited to, the City of Luxembourg, the Ministry of Agriculture, Viticulture and Rural Development or the Luxembourg Horticultural Federation.

The use and provision of the information will not give rise to any compensation for the participant.

The right of use given to the organiser is granted from the day of submission until 6 months after the duration of the LUGA - Luxembourg Urban Garden horticultural exhibition, i.e., until 31 March 2026 at the latest.

For each use of the photograph and each provision of it, the organiser undertakes to apply the regulations on personal data, as described in article 7 of these regulations.

### **3.7. Authorisations from the identifiable people in the photos**

The participant shall ensure that he/she has obtained written consent prior to sending a photograph that identifies other persons. If these other identifiable persons are unemancipated minors, he/she must have obtained the authorisation of at least one of their legal representatives.

On request, the participant must be able to provide the organiser with the abovementioned authorisations.

### **3.8. Liability towards third parties harmed by the photograph**

The participant remains liable both to the organiser and to any third party who may consider himself/herself harmed by a photograph published in the context of this contest. The participant is obliged to compensate the organiser for all costs and damages resulting from any action by third parties regarding the violation of their rights.

### **3.9. Agreement to publish the names of the winning participants on the LUGA website**

The participant is aware that if his/her photograph is selected by the jury as a winner of this contest, his/her name will be published on the website [www.luga.lu](http://www.luga.lu) in accordance with article 4.3 of these rules.

The participant may object to this publication as soon as he/she sends his/her photograph, by specifying in the e-mail accompanying his/her photograph that if he/she is one of the winners, he/she refuses to have his/her name published on the event's website. If he/she has not done so, he/she may request that his/her name does not appear on the website [www.luga.lu](http://www.luga.lu) by applying the procedure set out below, in article 7.5 of these rules.

## **4. SELECTION OF WINNERS AND AWARDING OF PRIZES**

### **4.1. Selection of the winners**

After the contest has ended, the winners will be selected by a jury of three to five people chosen by the organiser. The jury will select the photographs that it finds most original, based on criteria that it will have chosen at its discretion. The jury is free to proceed with joint rankings. However, it must ensure that the number of winners corresponds to the number of prizes designated in article 4.2 below.

### **4.2. Designation of prizes**

This contest has the following prizes:

- **1<sup>st</sup> prize** > a weekend for 2 persons in a hotel in Luxembourg with a tourist programme
- **2<sup>nd</sup> prize** > a basket with local products
- **3<sup>rd</sup> prize** > a book on Luxembourg's heritage

### **4.3. Announcement and information of the winners**

The number of winners and their names will be announced on the website [www.luga.lu](http://www.luga.lu) and by e-mail to the address given by the winner when registering for the contest. The organiser will also publish the winning photographs on its website and on its social network accounts.

### **4.4. Terms and conditions for awarding prizes to the winners**

After the publication of the results in accordance with article 4.3 above, the winners will be contacted by the organiser by email, to inform them of the possibility of collecting their prize.

The prize will be available at the organiser's headquarters within two months of the date of the winner(s)' designation.

The winner must comply with the rules. The organiser reserves the right not to award the prize if it does not meet the criteria of these rules. If the organiser finds that one of the winners does not meet the terms and conditions of participation, it will be free to choose to consult the jury again to designate a substitute winner or not to award the concerned prize.

The prize will be accepted as advertised. No changes of any kind may be requested by the winner. No consideration, compensation or financial equivalent of the prizes may be requested, in whole or in part.

It is specified that the organiser will not provide any service or guarantee, the prize consisting solely of the delivery of the prize provided for above.

## **5. LEGAL SUBMISSION**

These rules can be consulted at any time on the organiser's website: [www.luga.lu](http://www.luga.lu).

## **6. MODIFICATION OF THE PRESENT RULES**

The organiser reserves the right to modify these rules at any time, in whole or in part, if it informs the participants by means of an announcement on [www.luga.lu](http://www.luga.lu).



LUXEMBOURG  
URBAN GARDEN

[www.luga.lu](http://www.luga.lu)

## **7. PROCESSING OF PERSONAL DATA**

The personal information collected in the context of this contest by the organiser shall be processed in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals regarding the processing of personal data and on the free movement of such data (hereinafter "GDPR").

The term "personal data" means, in accordance with Article 4 of the GDPR, any information relating to an identified or identifiable natural person; an "identifiable natural person" is deemed to be a natural person who can be identified, directly or indirectly, particularly in reference to an identifier, such as a name, an identification number, location data, an online identifier, or to one or more factors specific to his or her physical, physiological, genetic, mental, economic, cultural or social identity.

### **7.1. Collected personal data**

When sending the photograph, the following personal data are collected:

- the surname and first name of the participant, and
- his/her e-mail address.

For the purposes of organising the contest and to check compliance with the terms and conditions of participation set out in the article of these rules, the organiser may also ask the participant for:

- his/her date of birth, and
- his/her postal address.

Other personal data may be required from the participant if he/she is one of the winners.

If other people are identifiable in the photograph, the organiser may ask the participant for personal data concerning them, to verify that their consent has been obtained as specified in article 3.7 of these rules.

### **7.2. Reasons for data collection**

The organiser collects personal data for the execution of the contest and for the possible use of the collected photographs for the promotion of the "LUGA" exhibition.

### **7.3. Legal basis for data collection**

The law requires that the processing of personal data has an established legal basis. The personal data requested will be used by the organiser is based on the need for processing in the legitimate interest of the organiser, in the exercise of its fundamental rights and those of its staff to carry out an activity, in a way that does not unduly affect your interests or your fundamental rights and freedoms.

### **7.4. Storage and protection of personal data**

The organiser undertakes to process personal data solely for the organisation of the "LUGA" event, for the execution of which this contest is organised. He undertakes not to sell, market, or transfer the data to third parties, except where this is necessary for the organisation of the contest or the "LUGA" event. Where applicable, he undertakes to check that his collaborators comply with the law on personal data as it results from the RGPD.

Personal data will be kept in a form that allows the identification of the persons concerned for no longer than is necessary for the purpose for which they are processed. This period may not exceed six months after the end of the "LUGA" event.

The organiser undertakes to guarantee the confidentiality of the personal data processed, by applying a personal data protection policy available on its website: [www.luga.lu](http://www.luga.lu).

The data controller is Mr Marc JECK and the data protection officer is Mr Marc JECK.

#### **7.5. Participants' rights to their personal data**

In accordance with the RGPD, the participant has the right to information, access, rectification, deletion, and portability of his/her personal data, as well as the right to limit and/or oppose the processing of his/her data by sending a request to the following postal address

LUGA a.s.b.l.

110, avenue Gaston Diderich | L-1420 Luxembourg

or to the following e-mail address

[info@luga.lu](mailto:info@luga.lu)

#### **8. INVALIDITY OF A PROVISION OF THESE RULES**

If one or more provisions of these rules should be declared null and void for any reason whatsoever, this circumstance shall not affect the rest of these rules.

#### **9. LAW AND JURISDICTION**

These rules are subject only to Luxembourg law.

The final decision of the jury may not be appealed. Any other dispute arising from or relating to these contest rules and which the parties have not managed to settle amicably will fall under the jurisdiction of the courts and tribunals of the jurisdiction of Luxembourg, in the Grand Duchy of Luxembourg.

Only the original French version of these conditions of participation "Règlement du concours photo "My Urban Garden Luxembourg"" is legally binding.

Rules updated on 29<sup>th</sup> March 2022.