**GLOBAL COMPETITION FOR THE PAINTING OF IKEA SOFT TOYS 2019**

**Terms and regulations**

**1.Call for Tenders.**

HOUSEMARKET S.A. (hereinafter referred to as «HOUSEMARKET»), in collaboration with IKEA of Sweden AB (hereinafter referred to as «ΙΚΕΑ of Sweden») launches a competition titled “GLOBAL COMPETITION FOR THE PAINTING OF IKEA SOFT TOYS 2019” (hereinafter referred to as the “Competition”).

**2.Competition – Participation**.

• The Competition shall take place in Greece among children of an age between 3 and 12 years old, who are permanent residents of Greece, provided that one of their guardians is a member of the program “IKEA Family” in Greece. • Each child who will participate should paint the soft toy of his/her dreams on a special form, which is available in the IKEA Greece stores and in the IKEA Orders and Receipts Centers on 9/11/2019 and at 13:00-19:00. The form with the signature of the guardian - member of the IKEA Family program - must be signed and delivered on Saturday 9/11/2019 and at 13:00-19:00 to the IKEA store or to the IKEA Orders and Receipts Center, to the competent employee who shall be present in the area where the children shall participate live in the Competition. • The dates, the terms of the Competition and the participation form are available in the site <https://www.ikea.gr/ikea-family/> • For the purpose of participation in the competition no purchase of product is required.

**3. General Terms of the Competition.**

• From the Competition is excluded whoever is subject to the following cases: a) the employees in the HOUSEMARKET or in the IKEA of Sweden; b) the persons who are first-degree relatives with the aforementioned employees, as well as the spouses of these employees; c) the employees of the companies BOLD, OGILVY ONE, GRAVITY THE NEWTONS, INITIATIVE; and d) persons who are not residing permanently in Greece. The exclusion may be executed in any stage of the drawing lot even at the stage of delivery of the gift. • In the competition no person can participate in place of another. • HOUSEMARKET reserves the right to cancel any participation or/and ask for further information about any participant in case and provided it is deemed necessary or/and required or desirable for the purpose of verification of the validity of each participation.

**4. Competition Procedure.**

• Each child who shall participate in the Competition should, in the presence of his/her Guardian, deliver in person only 1 (one) drawing - in the special form - with the signature of the Guardian, member in the IKEA Family program, to the IKEA store or to the IKEA Orders and Receipts Center, and to the competent employee of HOUSEMARKET on Saturday 9/11/2019 and at 13:00-19:00. • As regards the children who are participating in the Competition painting in the HOUSEMARKET Store or in the IKEA Orders and Receipts Center on Saturday 9/11/2019 and at 13:00-19:00, under the terms of the competition launched, the presence of the Guardian is required.• The 20 best drawings per IKEA store (the drawings of the IKEA Orders and Receipts Centers will be sent to the IKEA store to which they are subject), which will be selected by the HOUSEMARKET Committee, will be exposed within the stores in the period from 14/11/2019 until 18/11/2019 (this date included). The selected drawings shall bear numbers from 1 to 20.• The customers of the IKEA stores on the dates of exhibition of the drawings shall be able to vote which is the best drawing in their opinion writing the respective number on the ballot paper and throwing their vote in a ballot box.• The 10 drawings per IKEA store which will be most voted, shall be sent from the IKEA stores to the central offices (headquarters) of HOUSEMARKET S.A.. All of them, that is 50 drawings, will be uploaded in a specially formed webpage (in the unit IKEA Family) in the HOUSEMARKET webpage and for the period between 26/11/2019 and 29/11/2019, and the visitors of the page shall be able to select the drawing which they like most. In order to be able to vote any drawing, the visitors of the page must be members of the IKEA Family program and must log in their electronic account.• The 15 drawings which will be most voted, shall be sent to IKEA of Sweden, in order to compete among drawings from the IKEA stores located all over the world. 6 global winners shall be selected in total. The Jury consists of Qualified Professionals in the Development of Products for Children (Product Designer, Design Engineer, Employee specialized in Supplies, Commercial Department Representative) in the IKEA of Sweden. The selection criteria are based on innovation, uniqueness, on the option of commercial exploitation and on the option of manufacture of the soft toy according to its drawing. • The 6 winning drawings to be selected by IKEA of Sweden will be announced in January 2020. These will be manufactured in a “Soft” form (that is “Soft Toy” in english) and shall be distributed in a limited number to all the IKEA stores globally in the autumn of 2020.• In case that somebody is selected as a global winner, he/she shall be invited to sign special terms concerning exclusively the global winners.

**5. The prize.**

• Each child who will participate, shall receive a participation certificate and a soft toy. • The Gifts cannot be replaced with another product or with cash. • HOUSEMARKET can change or/and cancel the gifts at any stage of the competition. • The participants in the competition declare that they have been informed about the needs of the competition, that the names of the 50 participants whose works shall be placed under vote in the HOUSEMARKET webpage, shall be published in this webpage, as well as that the name and the photo of each participant shall be included in promotional acts in relation to the competition, through PR actions and the Media. This activity especially includes the use of their image - in the form of a photo or a film or in any other form. The winners further agree that they shall be available in order to be present in any photo shooting and/or another promotional activity in Greece, organised by HOUSEMARKET for the purposes of the competition, at any time for a period of 6 months from the End of the Competition. • The 6 global winners who shall be selected by IKEA of Sweden and whose drawing shall be manufactured as a soft toy, shall receive the soft toy that they have drawn as a gift. • HOUSEMARKET or ΙΚΕΑ of Sweden reserves the right to select another winner and grant the prize to another participant, in case it has reasonable reasons to believe that a participant has acted in a way deemed as unacceptable, unlawful or insulting. • The 15 finalists of the digital voting shall be uploaded in the site <https://www.ikea.gr/ikea-family/> and the 6 global winners shall be informed by call and by an e-mail. • ΙΚΕΑ of Sweden shall take the final decision on the winners of the competition. This decision is final and binding. No correspondence and no communication of any kind related to the winners of the competition shall be acceptable.

**6. Rights of HOUSEMARKET**

• HOUSEMARKET reserves the right to change the terms and conditions of participation in the competition, its term and the date of its execution as well as of its revocation. Further, HOUSEMARKET reserves the right to revoke or cancel the execution of the competition or replace the gifts. • The organizers of the competition are HOUSEMARKET SA with seat in the Building 501, Airport Commercial Park, Peania, 19002 and TIN 099757704, Athens Tax Office for SAs and IKEA of Sweden AB. The persons concerned may contact us in the phone number 801.11.22.722 or to the e-mail: mail@ikea.gr for any questions related to the competition.• HOUSEMARKET and IKEA of Sweden are not liable for any deficiencies or malfunctions in the network, the systems, the computers or the software, which may limit or delay the sending or the receipt of the e-mail. The sending receipt does not constitute a delivery receipt. • HOUSEMARKET and ΙΚΕΑ of Sweden are not liable for any damage due to the postponement, cancellation, delay or change of the prizes, for reasons beyond its control, or for any act or omission of a third supplier.

**7. Acceptance of the terms.**

The participation in the competition results in the unreserved acceptance of these terms which shall be governed by the Greek laws.

**8. Personal Data.**

For the purpose of participation in the competition, the participants and their parents or guardians must communicate their personal data as follows:

* Name and age of the participant;
* name, address, e-mail, telephone number and number of the IKEA Family membership card.

As controller of the personal data which will be collected for the purpose of execution and projection of the competition is deemed HOUSEMARKET; the latter (HOUSEMARKET) shall use the aforementioned data for the execution of this competition and for the communication with the participants.

The drawings to be selected to represent HOUSEMARKET together with the personal data selected for this purpose, shall be sent to IKEA of Sweden; the latter shall also process these data in order for 6 global winners be selected. The house address of the global winners will be transmitted to third parties for the purpose of sending and delivery to the global winners of their relevant prizes. Moreover, the data of the participating children is possible to be accessible by the committee of specialists who shall decide on the 6 global winners on behalf of IKEA of Sweden. The name, the age and the participation in the competition (drawing) shall be used for the purposes of promotion/advertising of HOUSEMARKET and ΙΚΕΑ of Sweden and of its products as well as of the competition in general. For the six global winners an interview shall be conducted with any of them and the result shall be used for marketing and communication purposes related to the competition. The first names of the winners and their age, per stage, shall be also uploaded in the site <https://www.ikea.gr/ikea-family/> where the other members of IKEA Family shall be able of voting in order to select the finalists.

The personal data are subject to processing during the competition and for its needs until the six global winners are selected. Further, these data are subject to processing until the date of commencement of the sales of toys, which have been based on the drawings of the children who won in the competition. The personal data shall also be kept, as long as this is necessary in order for the participants be invited in the next year’s competition. The name, the age, the drawing, the interview and the country in relation to the six global winners shall be kept and safeguarded by IKEA of Sweden, provided this is necessary for the purposes of merchandising and communication of HOUSEMARKET and IKEA of Sweden about the series of products SAGOSKATT; IKEA of Sweden shall manufacture the toys based on the winning drawings of the participating children. These data shall also have as recipients other companies of the InterIKEA Group of Companies and their beneficiaries, who shall process the data for the same purposes.

HOUSEMARKET and IKEA of Sweden are processing the personal data on the basis of the legal interest of the execution of the competition, the contact option with the winners and the creation of toys matching the winning drawings. Each participant and his/her parent or guardian confirm by their participation that they understand that their personal data and the drawings shall be subject to processing in the way and for the purposes described above. The participants (and their parent/ guardian, on a case by case basis) have a right to access their personal data as well as the right to correct or update their personal data by communicating with the Head of the Data Protection Department of Fourlis Group to the email dpo@fourlis.gr or to the phone 2106293011.

Details about the prizes and the name of the winner shall be available after the ending of this competition, in [www.ikea.gr](http://www.ikea.gr).

Upon signing of the participation application in the competition and the provision of these personal data to HOUSEMARKET, each participant and his/her parent/guardian declares that he/she has been fully informed about the aforementioned collection and processing of his/her personal data as well as for their processing purposes as described above in detail.

**9. Intellectual Property Rights**

ΙΚΕΑ of Sweden and HOUSEMARKET want to base new drawings of its products on the participations of the 6 global winners in the competition and to manufacture a limited in number collection of products from these drawings, with the purpose of their sale to all the stores (and e-stores) of IKEA (commercial use). For each sale of soft toy from this collection, HOUSEMARKET shall donate a sum to charity supporting children in need, at its absolute discretion. By participating in the competition the participants and their parents or guardians consent to the use of the drawings in this way, without the need for further consent, notice or compensation. All participations in the competition should be the original work of the participant. All intellectual property rights, including the intellectual rights and the rights to design of drawings given by the participants as well as of the winning participations and the toys manufactured based on drawings provided by the participations, shall belong to HOUSEMARKET from the moment when upon participation in the competition the aforementioned rights were granted to HOUSEMARKET. • The 6 global winners whose drawings are intended for commercial use do not have any right in their drawings or for compensation, remuneration or other benefit, as a result of the use of their drawing, except for the case of the prize only described under these terms. HOUSEMARKET will not develop any product based on any other drawing from the participations of the competition. In case that any of the 6 drawings is not possible to be manufactured or merchandised, HOUSEMARKET reserves the right to withdraw it from the collection that will be merchandised and to exchange it with another product based on some other participation. • This competition as well as any dispute or claim arisen out of or in relation to it, shall be governed and interpreted according to the Greek Law in the Greek Courts.

Upon participation in the competition, all participants are deemed that they have accepted, agreed and been bound by these terms and conditions.

ΙΚΕΑ of Sweden ΑΒ, November 2019

HOUSEMARKET SA, November 2019\_\_

I was informed and I accept

Signature