



**POST**  **EUROPE**

2017 EUROPA Stamps  
Instagram Competition  
Guidelines & Legal Parameters



# EUROPA 2017 Instagram Competition, Guidelines



Duration of the competition:

- From 1 August - 9 September 2017

Objective:

- Taking photographs of European castles.

Jury Criteria:

- A jury selected by PostEurop will choose the winning photograph.
- The photograph's in order to be valid will need to have the @europastamp account tagged as well as the hashtags #europastamps2017 & #PostEurop.
- You are free to in addition use other hashtag's.
- Photograph's that show the featured castle's of the EUROPA 2017 stamps, will have a bigger weight on the Jury's decision.
- Artistic photograph's will also have a bigger weight on the jury's decision, over selfies.

Prize:

- Amazon Gift Vaucher



## Legal Parameters

- PostEurop will be able to use the winning photo in all of the EUROPA related promotions.
- The winning photo will be published on our Newsletters, that will be available publicly, with the all of the respective credits attributed.
- All of the promotions that we will do with the winning photo are profit free are meant exclusively to the use of EUROPA & PostEurop related activities.
- By participating in the competition (with the use of the said hashtags), you are automatically agreeing with these terms & conditions.

# Instagram Official Regulations for Online Competitions



1. If you use Instagram to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:
  - The official rules;
  - Offer terms and eligibility requirements (ex: age and residency restrictions); and
  - Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals)
2. You must not inaccurately tag content or encourage users to inaccurately tag content (ex: don't encourage people to tag themselves in photos if they aren't in the photo).
3. Promotions on Instagram must include the following:
  - A complete release of Instagram by each entrant or participant.
  - Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.
  - We will not assist you in the administration of your promotion and cannot advise you on whether consent is required for use of user content or on how to obtain any necessary consent.
  - You agree that if you use our service to administer your promotion, you do so at your own risk.

*Source: Instagram*

# How To Contact Us

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