

**REGULATIONS PURSUANT TO ARTICLE 11 OF PRESIDENTIAL DECREE NO. 430/2001**  
**"Water Prix 2024" PRIZE PROMOTION**

**1. Promoter**

The Promoter is RX ITALY S.R.L., with registered office in Via Marostica 1, Milan (MI), 20146 - Italy, VAT No. 09918270159, organiser of the MCE - Mostra Convegno Expocomfort trade fair.

**2. The Delegated Party**

The Delegated Company is **Promosfera S.r.l.**, with registered office in Via XXV Aprile 56, Casorate Sempione (VA), 21011 - Italy, Tax Code and VAT No. 02250050024.

**3. Addressees**

The addressees of the Prize Promotion are all visitors to the MCE - Mostra Convegno Expocomfort trade fair to be held at Rho Fieramilano from 12 to 15 March 2024.

Persons involved in the organisation and management of the Prize Promotion, including the Water Ambassadors participating in the promotion, are excluded.

**4. Duration of the Prize Promotion**

The Prize Promotion will be made public beginning **17 February 2024**

Participation will be valid from **12 to 15 March 2024 during fair opening hours from 9:00 a.m. to 6:30 p.m.**

**Notification of the Instant Win winners and the final draw** are scheduled to take place by **29 March 2024**.

**5. Products promoted - Goal of the Prize Promotion**

This Prize Promotion is being carried out with the intention of raising awareness of the intelligent use of water and of highlighting Water Ambassadors, i.e. companies that stand out for their technologies and products targeted at water efficiency so as to achieve correct and waste-free use, thus generating attendance at their stands in Pavilion 6-10.

**6. How to participate**

In order to take part in this Prize Promotion, addressees of the initiative must go to Pavilions 6-10 of the MCE - Mostra Convegno Expocomfort fair dedicated to Water Solutions to be held in Rho Fieramilano from 12 to 15 March 2024.

Water Ambassadors participating in the initiative will have a dedicated QR code displayed at their stand.

To finalise participation, visitors will need to scan and register on the webpage of the Prize Promotion, indicating the following fields: company, e-mail address and telephone number.

After the first access, it will be sufficient thereafter to log in.

**INSTANT WIN**

Once registration has been confirmed, users will take part in the random (Instant Win) awarding of the prizes. They will see the outcome of their entry and, if successful, will receive instructions on how to collect their prizes immediately. An e-mail<sup>1</sup> with instructions for collecting the prize will also be sent.

Each visitor **may enter the Instant Win competition once for each different scanned QR code.**

**FINAL DRAW**

In addition, for all users who have scanned **at least 3 different QR codes** there will be a super prize draw.

**6.1 Limits on participation**

Only one scan of the same QR code will be possible, but participants can compete once for each scanned QR code.

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<sup>1</sup> Based on one's personal IT security settings and those defined by the internet providers (e.g. Libero, Alice, Fastweb, Yahoo, Gmail, etc.), some communications, even if not containing suspicious information or sensitive data and constantly guaranteed with special Antivirus and AntiSpam filters, could be recognised as SPAM or Junk Mail. It is therefore recommended to perform a quick search of the SPAM/junk mail folder.

## **7. How prizes are awarded**

### INSTANT WIN

Among all the entries received, the system will identify, by means of an immediate and random winning procedure, **11 winners** who will win one of the prizes for each day of the Prize Promotion, for a total of 44 prizes over the entire period. If prizes are not awarded on one day, they will be offered again on the following days.

In the event of winning one of the Instant Win prizes, the winner, in addition to seeing the winning result on the screen, will receive an e-mail containing all the instructions necessary for collecting their prize.

**For each day of the event**, the prizes awarded in Instant Win mechanic will be:

- 1 iPhone 14 256 GB
- 4 Blue Pantone True Wireless Earphones
- 6 Amazon vouchers of €20.00 each

**Please note that each winner cannot win more than one Instant Win prize during the entire Prize Promotion period.**

The files containing the data of all the winners relating to the immediate and random winning mode will be handed over to the person in charge of the protection of public trust competent for the territory (Article 9 of Presidential Decree 430/2001) by the date indicated in section 4.

### FINAL DRAW AND POSSIBLE SUBSTITUTE DRAW

In the event that any of the prizes relating to the Instant Win phase remain unassigned, or the terms for collecting the prize are not observed, a substitute draw will take place involving all participants who are not winners. The draw will see the awarding of a number of substitute winners equal to the number of Instant Win prizes that were not awarded or claimed.

Furthermore, regardless of the outcome of the Instant Win draw, a final draw will be carried out including all the users who have scanned at least 3 QR codes. This will be for **1 winner and 5 substitutes** and will take place by the date indicated in point 4 in the presence of a notary public or the person responsible for the protection of the consumer rights and public trust competent for the area (Article 9 of Presidential Decree No. 430/2001).

The winner will be awarded a "Weekend for two in a Blue Flag 2023 award-winning resort" (prize specification in 8.1)

*N.B. Should it deem it necessary in order to be able to verify the regularity of the participation, the Promoter reserves the right to request from the winners a copy of their identity card or valid document and, in this case, if the data entered for registration on the online form does not correspond to the document presented, it will not be possible to award the prize.*

Winners may not challenge the prize awarded, nor request the corresponding cash value or an exchange/substitution for any reason. However, in the event that the Promoter is unable to deliver the prize won, it reserves the right to substitute the prizes announced with prizes of equal or greater value (Circular of 28 March 2002 point 9.6). Winners may not claim any indemnity as a result of any damage resulting from the acceptance and/or use of the prize.

## 8. Prizes

PRIZE	Quantity	Unit value incl. VAT incl., where due	Total incl. VAT, where due
iPhone 14 256 GB	4	€1,009.00	€4,036.00
Blue Pantone True Wireless Earphones	16	€49.99	€799.84
Amazon.it vouchers	24	€20.00	€480.00
Blue Flag Weekend 2023	1	€3,000.00	€3,000.00
<b>TOTAL</b>			<b>€8,315.84</b>

**THE TOTAL PRIZE VALUE amounts to €8,315.84 (including VAT, where due).**

**The values of the prizes shall be deemed to be equal to the list public sale price at the date on which these Regulations are drafted.**

### 8.1 Nature of the prize

#### **BLUE FLAG WEEKEND 2023**

Weekend for 2 people, for 3 days and 2 nights, with destination La Peschiera Hotel, Monopoli, Apulia and return transfer from Bari airport to the hotel.

The prize includes a stay in a 5-star hotel with B&B + dinner at the SaleBlu Restaurant with 2 savoury courses + 1 dessert (excluding fish of the day and raw seafood, drinks not included).

Private transfer from Bari airport to the hotel and vice versa is also included in the package.

#### The prize does not include:

- transfers from the winner's residence to Bari airport and vice versa;
- meals, unless those explicitly stated;
- anything not expressly mentioned.

*The weekend will be available on two fixed dates: **28-30 June 2024** or **13-15 September 2024***

#### **AMAZON.IT VOUCHERS**

The voucher does not entitle the holder to any change and cannot be redeemed for cash under any circumstances. In the event that the total amount of the item chosen by the winner is less than the value of the prize voucher, no compensation will be due to the winner. The voucher may be redeemed by the date indicated upon receipt.

*Prizes will be awarded in the form of a unique identification code and sent to the winners by e-mail to the same address provided upon entry for the Prize Promotion.*

***With the receipt of the prize by e-mail, the winners shall acquire full ownership and availability of the prize, assuming, to this effect, all liability, none excluded, including, therefore, that for safekeeping, loss, theft, destruction and/or use, even unauthorised, in any way connected to the possession and/or use of the unique identification code, with consequent indemnity from all liability for the Promoter and the Delegated Company.***

## 9. Notification and delivery of the prizes

### INSTANT WIN

Winners of the Instant Win will be notified by an on-screen message when they win. They will also receive notification of their win via an e-mail to the address provided during registration and must collect their prize exclusively on the day of the win, directly at **Stand K69 in Pavilion 6**.

Failure to collect the prize by the winner on the day of the event will result in forfeiture of the right to the prize and a substitute draw will be held.

Prizes will be awarded in accordance with Article 1(3) of Presidential Decree No. 430/2001 and European Data Protection Regulation (EU) 679/2016 ("GDPR").

### FINAL DRAW (AND WINNERS OF THE SUBSTITUTE DRAW, IF ANY)

Winners of the final draw will be notified by phone or e-mail and must accept the prize **within 7 days** from receipt of the winning notification by following the instructions in the e-mail received.

In the event that the winner does not accept the prize, a substitute will be contacted. Should the substitutes also fail to accept the prize by the above deadline, the prize will be donated to the non-profit organisation.

The Promoter assumes no responsibility in the event that one of the following conditions occurs:

- a winner's mailbox is full or disabled;
- the e-mail address indicated by the participant is non-existent, incorrect or incomplete;
- the winning notice e-mail/instructions to claim the prize ends up in the spam e-mail box;
- the winner does not see the e-mail with the necessary instructions for claiming the prize;
- the winner's device is protected by security measures that prevent unauthorised parties from accessing his or her mailbox.

*WARNING! - Based on one's personal IT security settings and those defined by the internet providers (e.g. Libero, Alice, Fastweb, Yahoo, Gmail, etc.), some e-mail communications, although not containing suspicious information or sensitive data and which are constantly guaranteed with special Antivirus and AntiSpam filters, could be recognised as SPAM or Junk Mail.*

In case of non-use of the prize received for reasons not attributable to the Promoter, the prize will still be considered awarded. The winner will have no right to any claims.

The prizes awarded to the winners may not be the subject of commercial or advertising exchanges.

Prizes will be awarded in accordance with Article 1(3) of Presidential Decree No. 430/2001 and European Data Protection Regulation (EU) 679/2016 ("GDPR").

The prizes will be delivered by post or courier directly to the winner's address within 180 days of the conclusion of the event in accordance with Article 1(3) of Presidential Decree No. 430/2001 and the GDPR.

No liability can be ascribed to the Promoter in the event of delivery of prizes in which the package has evidently been tampered with, broken and/or damaged. In fact, delivery of prizes takes place via forwarding agents (couriers or post). For iPhones and earphones: as delivery will be via carriers/shippers (couriers, express couriers or post), no liability shall be incurred by the Promoter or the Delegated Company in the event of delivery of the prize the outer packaging of which has evidently been tampered with, broken and/or damaged. If this happens, it will be advisable to ascertain it at the time of delivery and not after signing the delivery note for the prize. Therefore, before signing the delivery note, the winner, or whoever has been appointed to collect the prize, shall carefully check that the prize packaging does not show evident signs of tampering, breakage or other, such as to presume that the prize has been damaged in whole or in part and/or stolen in whole or in part. In case of legitimate doubt, the winner is entitled to reject the prize with written reasons, or to collect it subject to verification. This reservation must be clearly indicated on the delivery note.

The Promoter assumes no responsibility in the event of non-delivery of prizes due to the provision of incorrect addresses or personal data by the participants or due to postal problems.

## **10. Free participation**

Participation in the Prize Promotion is free of charge, except for any ordinary postal, telephone or internet connection costs necessary for the purpose of participation.

## **11. Advertising of the Prize Promotion and the Regulations**

The Promoter will communicate the Prize Promotion through leaflets distributed at the trade fair via social media and web communications.

The advertising message will comply with what is stated in these Regulations. The complete Regulations will be made available to participants at [www.mcewaterprix2024.it](http://www.mcewaterprix2024.it)

## **12. Guarantees and obligations.**

The collection of names on the web for participation in the Prize Promotion and the mechanism for the automatic and random identification of winners will take place by means of computer software for which a declaration in lieu of affidavit is drawn up on its proper functioning.

The Prize Promotion database will be supported on a server located in Italy.

The report on the awarding and closing of the event shall take place in the presence of a notary public or the person responsible for the public trust competent for the area (Article 9 of Presidential Decree No. 430/2001).

In compliance with the requirements of Article 7 of Presidential Decree No. 430/2001, a suitable guarantee is provided to ensure the total prize.

This Prize Promotion takes place in compliance with Presidential Decree No. 430/2001, and according to the instructions indicated in Circular No. 1 of 28 March 2002/AMTC of the Italian Ministry for Business and Made in Italy.

**Participation in this Prize Promotion implies for the participant the unconditional and total acceptance of the rules and clauses contained in these Regulations without any limitation, including the indicated value of the prizes up for grabs.**

In the event of blatant and detectable attempts at fraud and false and inaccurate statements, the Promoter reserves the right to eliminate the user immediately. Entries submitted by means of temporary e-mails will be considered invalid (and therefore cancelled). The Promoter also reserves the right to prevent the use of temporary e-mails during the entry stage, when identified as such.

Should the Promoter, or third parties engaged by it, identify users entering the Prize Promotion by means and with tools that are capable of circumventing its randomness, or in any case which are judged to be suspicious, fraudulent, or in violation of the normal course of the initiative, or through the use of temporary e-mail addresses, these will be excluded from participation and will not be able to receive any prize won.

The Promoter reserves the right to exclude from the Prize Promotion any entrants found to have participated in bad faith (double identities, multiple entries with various e-mail addresses, etc.).

Therefore, the Promoter, or third parties commissioned by it, reserves the right to take action against all participants in the terms deemed most appropriate (which include, if held to be necessary, the request for an identity document) and in compliance with laws currently in force.

The collection of participants' data will take place in compliance with the GDPR.

## **13. Electronic and telematic tools**

The Promoter shall not be liable for any problems concerning access, impediment, malfunction or difficulty involving technical tools, computers, telephone lines, cables, electronics, software and hardware, transmission and connection, internet connection, and mobile and fixed telephone network that may prevent a user from participating in the Prize Promotion.

The Promoter also declines all responsibility for problems caused by the configuration of the user's computer/device that could affect user performance during the phase of play/participation.

## **14. Recourse**

The Promoter does not intend to exercise the right of recourse to the withholding tax provided for by Article 30 of Presidential Decree No. 600/1973 and shall bear the related tax burden.

## **15. Beneficiary non-profit organisation**

Any prizes not requested or not awarded will be donated to the Associazione Banco Alimentare della Lombardia "Danilo Fossati" ODV, Via Papa Giovanni XXIII, 17/19, Muggiò (MB), 20835 - Italy.

## **16. Policy on the processing of personal data**

In compliance with the provisions of Regulation (EU) 2016/679 (henceforth "GDPR") and the Privacy Code (Legislative Decree No. 196/2003 as amended by Legislative Decree No. 101/2018), users are hereby informed that their data will be processed by RX Italy S.r.l. in its capacity as Data Controller (henceforth "Data Controller"), with registered office in Via Marostica 1, Milan (MI), 20146 - Italy, VAT No. 09918270159. For contacts and/or clarifications in the field of privacy, simply send an e-mail to [privacy.rxitaly@rxglobal.com](mailto:privacy.rxitaly@rxglobal.com) or call +39 02 4351701. The Data Controller has appointed its own Data Protection Officer, who can be contacted at [privacy.rxitaly@rxglobal.com](mailto:privacy.rxitaly@rxglobal.com) or at +39 02 4351701.

In accordance with Articles 4 and 24 of the GDPR, and as required under Article 12 thereof, the Data Controller adopts the following specific policy for the Prize Promotion called "Water Prix 2024" (from here on "Prize Promotion", the Regulations for which can be read here [www.mcewaterprix2024.it](http://www.mcewaterprix2024.it)) as a measure to provide the Data Subject with the information referred to in Article 13 of the GDPR and the notices referred to in Articles 15 to 22 and 34 thereof relating to the processing of personal data provided by the entrant. Therefore, in relation to the above, the Data Controller hereby informs the Data Subject that the personal data provided by filling in the online Form for participation in the Prize Promotion, as well as data that do not fall under the special categories of personal data as listed in Article 9 of the GDPR concerning the same (even in the event of a person operating as a sole proprietor, small businessman or professional) will be processed in accordance with the provisions of the GDPR.

The data is collected via the web page [www.mcewaterprix2024.it](http://www.mcewaterprix2024.it) located in Windows Hosting at Aruba Cloud located in Italy, given in use to the Data Controller in order to allow the Prize Promotion to be run correctly.

The web page will be online until 15 March 2024. When it closes, the data will be processed by the Delegated Company, Promosfera s.r.l., for purposes related to prize awarding operations and the subsequent closure of the competition, following which the data will be communicated to the Data Controller.

Data processing is carried out on the basis of the conditions of lawfulness envisaged under Article 6 of the GDPR. For the purposes inherent in the relationship established with the Data Controller, therefore, its legal basis as required under Article 13(c) of the GDPR is justified by the reasons for which the contractual relationship with the Data Controller is established, i.e. participation in the Prize Promotion (legal basis under Article 6(1)(b) of the GDPR).

The provision of data is a prerequisite for participation in the Prize Promotion (Article 13(2)(e) of the GDPR).

The data provided must be true and up to date. RX Italy S.r.l. accepts no liability in respect of either incorrectly entered or incomplete data. The data collected will not be disclosed to third parties unconnected with the Prize Promotion. Therefore, they will only be communicated to persons with the appropriate authorisation pursuant to Article 29 of the GDPR, to Data Processors appointed pursuant to Article 28 of the GDPR and to Sub Processors such as persons in charge of the Fair stand, information and data security systems and suppliers of prizes, and will be made available to the Consumer Protection and Public Trust Officer responsible for the area insofar as necessary for the purposes of the Prize Promotion.

With a view to achieving these purposes, the processing of the data provided to the Data Controller will include, among other things, the management, organisation, use, storage, creation of the database, processing throughout the EU and non-EU territory in the case of countries falling within the cases pursuant to Articles 45 and 46 GDPR, to the RX Group of which the Data Controller is part within the limits defined by Article 48 of GDPR, to the partners with whom the Prize Promotion will be developed, e.g. the Delegated Company Promosfera s.r.l., with registered office in Via XXV Aprile 56, Casorate Sempione (VA), 21011 - Italy, and/or press offices for the promotion of the Prize Promotion and for the production of both online and in print articles aimed at promoting the Prize Promotion and its winners. The Prize Promotion itself and the winners of the final prize will also be publicised via the Data Controller's social channels. Processing will also include conducting anonymous statistical analysis, as well as modification and destruction of the processed data following notification by the Data Subject. Participation in the Prize Promotion also implies the publication of the entrant's personal details, including photographs, if consented to, in the newspapers and on the website, of some of the participants and of the final prize winner. Therefore, if entrants do not wish for their personal details to be published in the press or in PR agencies, whether on paper or on the internet, they should not participate in the Prize Promotion. If, on the other hand, they do not wish to be photographed, they should simply not pose or not accept the

invitation to be photographed. It is understood that not wishing to be photographed is no impediment to taking part in the competition. The data will be processed in paper and/or electronic format. The Data Controller performs the prize-giving through the "Instant Win" system, for which the software assigns the winnings in an absolutely random manner. Through the validation of the recorded data, the system will immediately inform the participant of the outcome of the draw and the possible awarding of the prize. For information on this point, please read the competition Regulations or contact the Delegated Company.

The Data Controller does not carry out any profiling. The Data Controller shall process data only for the time necessary to fulfil the purposes of the collection, i.e. to enable participants to take part in the Prize Promotion and, in the event of a win, to be awarded the prize and/or the super prize.

Data breach: In the event that the Data Controller suffers a data breach as configured in Articles 33 and 34 of the GDPR involving a risk for the rights and freedoms of natural persons, it will take steps, where appropriate, to notify the supervisory authority and communicate the incident to all those concerned.

The Data Controller also hereby informs that the Data Subject is guaranteed the rights to access listed under Article 15 of the GDPR and that he/she also has the right: 1) to request from the Data Controller access to and rectification or erasure of personal data or restriction of processing concerning him or her; 2) to object to the processing of data; 3) to data portability; 4) where the processing is based on Article 6(1)(a) or Article 9(2)(a) of the GDPR to withdraw consent at any time without prejudice to the lawfulness of the processing based on consent given before the revocation; 5) to lodge a complaint with a supervisory authority.

To exercise the rights listed above or to obtain further information on the processing of data, the Data Subject should simply send an e-mail containing his or her name and surname and the right that he or she wishes to exercise to the following address [privacy.rxitaly@rxglobal.com](mailto:privacy.rxitaly@rxglobal.com), indicating "Exercise of rights" in the subject line of the e-mail.

Once the Data Controller has processed what has been received, it will send a reply within the timeframe indicated in Article 12 of the GDPR.

The Data Controller also hereby notifies that if it intends to process the personal data for a further purpose other than that for which the data was collected, it will, prior to such further processing, provide the Data Subject with information regarding said other purpose and any further relevant information as referred to Article 13(2) of the GDPR by collecting consent for the specific case.

**The Delegated Company**  
**Promosfera srl**