

CONTEST Terms and Conditions
#100blue

New Holland Agriculture UK&ROI (“New Holland”) (a brand of CNH Industrial NV) has launched a photo competition as part of its year-long celebration of 100 years of blue tractor production.

1. Contest subject

The present Contest offers the Participant the chance to share the best pictures of their working Basildon built blue tractors (Ford or New Holland) and play their part in the history of the Brand.

New Holland will collect the images and use them as part of the 100 years graphic on the stand at the LAMMA Show 2018.

2. Territory

United Kingdom and Republic of Ireland only.

3. How to enter

In order to participate in the Contest, each Participant must like or follow New Holland on Facebook, Twitter or Instagram and share their picture on one of the social networks of a Basildon built blue tractor (Ford or New Holland) with the hashtags #builtinBritain, #100blue.

The Participants shall submit the images in .jpg .tiff or PNG format with a minimum original size of 1.5 MB and a maximum of 8 MB. Entries will only be accepted in electronic form, We are unable to accept postal entries.

Each Participant is allowed to submit a maximum of 3 photographs.

4. Duration

The Contest will have the following duration:

Entries open: Friday 1st September 2017.

Entries close: Tuesday 31st October 2017

The winner will be announced on November 10th 2017.

5. Eligibility Criteria

Participation to the Contest is open to all people who are 16 years or older, who are residents of the United Kingdom and Republic of Ireland only and have a Facebook, Twitter or Instagram account (hereinafter, the “Participant” or “Participants”).

No purchase is necessary to enter this competition.

6. Prize for the winner

Overall winner: £500 of vouchers for New Holland parts and/or merchandising vouchers.

Two runners up: £250 of New Holland merchandising vouchers each .

The winning photographer will see their tractor featured on the New Holland stand at LAMMA 2018. The best 100 pictures will also be part of the graphics on the stand.

All prizes are non-transferable and there are no cash alternatives.

The prize is awarded conditionally upon acceptance within 72 hours of being offered the prize, and if a winner is unable to be contacted within 72 hours of being chosen or if any prize is declined, a supplementary winner may be drawn at the discretion of New Holland and this process shall be repeated until a winner has been selected.

The Promoter of this prize draw is CNH Industrial N.V. (Company Number BR01618) of 25 St James' Street, London, SW1A 1HA.

7. Winner selection

The competition will be judged by the marketing team, including the business director, marketing manager and brand communications manager. The best picture will be selected and the winner and two runners up will be announced on November 10th 2017. The image that best represents the New Holland brand and heritage in the opinion of our judges will be selected as the winning image.

The name and county of the winners will be available from New Holland upon request via stamped addressed envelope from 10th November 2017, marked with the name of the competition.

8. Terms and conditions for the Contest participation

Inappropriate content posted on the New Holland Facebook page or where New Holland is tagged in Twitter or Instagram posts will be hidden or removed at New Holland's discretion.

In no way, will New Holland accept files containing images not coherent with the Contest's subject or, offensive and/or harmful to public morals or against moral, civil and religious beliefs.

Only the winner and the two runners up will directly be contacted.

If the images include the discernible image of any person or of a person under age 18, the Participant shall have the consent of each such person or the parent/guardian's permission before submitting the relevant images.

Once an image is submitted within the present Contest, each Participant agrees to (i) grant New Holland a worldwide, irrevocable, perpetual, royalty-free, exclusive license to use, reproduce and publish the photographs, in any manner or form, and (ii) waive any right concerning the photographs.

It is, therefore, understood that the Participant consents New Holland will have the right to use, at its own discretion, the winning image for the creation of custom content as well as to use the winning and the other images received from the Participants for promotional and communication purposes related to New Holland and CNH Industrial corporate image and/or its brands, products and services.

Participants must only submit images that are their own work.

The images must be of the Participant's own Basildon-built Blue Tractor or they must seek consent from the owner of the Basildon-Built Blue Tractor to make use of the image for the competition.

Participants must not upload images which have been previously published or won an award or prize via a promotion run by the Promoter or any other entity;

Participants must only upload images that do not infringe or violate the rights of any third party, including but not limited to, ownership, copyrights, trademarks, patents, logos, licensing rights, rights of publicity or privacy or any other intellectual property rights.

The selected winner and runners up consent to New Holland using their personal data in order to be contacted.

9. Obligations and warranties

The Social Network Facebook.com platforms are used exclusively as a communication vehicle and in no way the present Contest is sponsored, promoted or administered by Facebook.com and/or in any way associated with Facebook.com

The Promoting Company shall in no way be responsible for any liability for access problems, impediments, malfunctions or difficulties regarding technical tools, computers, cables, electronics, software and hardware, transmission and connection, telephone lines and/or any other impediments of a similar nature which may prevent the Participant from participating to the Contest.

The Promoting Company reserves the right to (i) verify if the winning Participant's identity corresponds to the one declared during the Website registration phase, by - for example - requiring the Participant to present his ID or other identification documents and (ii) carry out the checks necessary for verify the compliance with the present Regulation.

The Promoting Company does not assume any liability in the event that:

- Participants' mailbox is full;
- Participant's email is incorrect or incomplete;
- the host computer fails to respond after the confirmation e-mail concerning the receipt of the Projects is sent;
- the email confirming the win or further emails are not received by the winner as either they have been sent to spam box or they are not be read by the Participant; Participants are required to check, under their own liabilities, their spam inbox and/or their mailbox;
- the mailbox is disabled;
- Participants' email is classified within the "junk folder".

CNH Industrial N.V. reserves the right to verify the regular participation and declare a win void, if after the due verifications, should reveal irregular or unfair behavior contrary to the spirit of the Contest.

Any attempted fraud or any inaccurate or false declaration, may cause the immediate exclusion of a Participant from the Contest.

The Promoting Company reserves also the right to bring legal proceeding against any Participant who, by violating the present Regulation, has engaged in fraud behaviours or threatened the regular running of the Contest.

All Participants will have to be compliant with all terms and conditions listed.

10. Processing of Personal Data

The personal data collected and processed within the Contest will be processed by New Holland, (data controller for the Personal data), for the purposes related to the participation in the contest, in compliance with the applicable data protection legislation and in accordance with the Privacy Policy of CNH Industrial N.V. and New Holland which can be found at http://www.cnhindustrial.com/en-US/footer/pages/privacy_policy.aspx

This promotion is governed by English and Welsh Law and Participants submit to the exclusive jurisdiction of the English and Welsh Courts.