

TERMS AND CONDITIONS

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.

1. These terms and conditions (“**the Rules**”) govern the “The Conquest Roland-Garros Challenge” (“**the Contest**”) administered by Compagnie des Montres Longines Francillon S.A, domiciled at 2610 Saint-Imier, Switzerland (“LONGINES”, “**us**”, “**our**”, “**we**”).
2. By participating in this Contest you agree to these Rules and to our Privacy Policy and agree to abide by both. Our Privacy Policy is available <https://www.longines.com/privacy-policy>.
3. Entry is open to anyone aged 18 or over at the start of the Contest, with the exception of our employees (and their families) as well as of our affiliates, of agents and of anyone else involved in the Contest.
4. Each participant may participate only once. Automated or repetitive entries are not allowed.
5. To participate:
 - 5.1. To enter, visit the website <http://theultimatergexperience.longines.com> and log to Instagram with a personal account.
 - 5.2. When you are connected through Instagram, you are invited to select which hashtag best describes the Contest from five options. To confirm your choice, you must validate. You can only enter once.
 - 5.3. Only users who voted for the hashtag receiving the most votes will be part of the prize draw. The winner will be drawn at random.
6. When you log in with your Instagram account, you authorize LONGINES to collect this following Instagram personal data, which we only keep stored during the Contest and delete afterwards:
 - username
 - id
 - website
 - full_name
 - followed_by
 - follows
 - media
7. Even if you follow these rules and instructions correctly, the possibility of events or conditions beyond our control means that we cannot guarantee your successful participation.
8. The provision of any invalid, incorrect, or misleading personal information may, in our sole discretion, lead to disqualification from the Contest and/or receipt of a prize.
9. Incomplete, late, or otherwise faulty entries will not be accepted.
10. The Contest runs from May 24, 2017 at 16:00 a.m. CET through to June 11, 2017 at 23:59 p.m. CET.
11. We will select the winner by drawing them among the participants voted for the hashtag receiving the most votes.
12. The winner will receive a LONGINES Conquest 1/100th Roland Garros (L3.700.4.79.6), valued at 1'500 CHF (recommended retail price in Switzerland). Should the winner be a woman, she may choose to receive a ladies' LONGINES

Conquest Roland-Garros (L3.379.4.79.6) instead, valued at 1'300 CHF (recommended retail price in Switzerland).

13. The winner will be notified via Instagram private messaging within 5 days after the conclusion of the Contest.
14. If a winner cannot be reached or does not reply within 2 days of the prize notification, the prize will be assumed to have been forfeited and will be awarded to another contestant.
15. You agree that we may publish your first name and last name, country of residence, Instagram-profile name along with your participating picture on our websites, social media channels (e.g. Facebook) if you are drawn as a winner, and that we may send you Instagram messages in connection with the Contest, while you have the right to ask us to stop sending you Instagram messages at any time.
16. We reserve the right to select an alternative winner if we reasonably believe that a winner has breached the Rules.
17. To claim your prize, you may be required to provide your personal details (first and last name, home address, etc.) and to prove your identity by submitting relevant documents (e.g. ID, driving license). In the event of a dispute as to a person's identity, the entry will be deemed to have been made by the holder of the Instagram messaging associated with it.
18. The right to claim the prize may not be transferred to anyone else. No cash alternatives or alternative prizes are available. We reserve the right, in our sole discretion, to substitute the prize with an item of equal value.
19. Any taxes that may be levied on the winner shall be exclusively borne by the winner.
20. Any decisions by us regarding the Contest are final and no correspondence will be entered into.
21. We and our affiliates disclaim all liability, to the greatest extent legally permissible, for any damage suffered by anyone as a result of or in connection with the Contest.
22. We reserve the right to amend the Rules and to modify, suspend, or terminate the Contest in case it becomes infected by a computer virus or is otherwise technically impaired.
23. The Contest is void where legally not permitted.
24. The Rules are governed by and will be construed in accordance with the laws of Switzerland, without regard to any conflict-of-law rules. In the event of any disputes, you submit to the exclusive jurisdiction of the courts of Biel/Bienne, Switzerland.
25. If you have any questions about the Contest or if you object to having your personal data used as specified in the Rules, please contact us via info@longines.com.