

## "FIND THE D"

- Pursuant to Art. 10 of Italian Presidential Decree no. 10 of 26 October 2001 -

**PROMOTER:** **DIESEL S.p.A.** with registered office at Via dell'Industria no. 4/6, 36042 - Breganze (VI) - Tax Code and VAT no: 00642650246 (hereinafter also referred to as the "**Promoting Company**") and carried out according to the rules set forth in the following articles.

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**DELEGATED PARTY:** **MG STUDIO SERVICE S.r.l.** with registered office at Via Gianfranco Zuretti, 75 - 20125 Milan (MI) represented by its manager Mr **Massimo Casaccia**  
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### **1. NAME OF THE SWEEPSTAKES**

**FIND THE D**

### **2. TYPE OF PROMOTIONAL PRIZE CONTEST**

Sweepstakes.

### **3. PERIOD OF EXECUTION**

- Advertising start date: **29/08/2023**
- Start Date of the promotional prize contest: **08/09/2023**
- End Date of the promotional prize contest: **06/11/2023**
- Final drawing date: **08/11/2023**

The Promoting Company undertakes not to begin this promotional prize contest prior to the delivery to the Ministry of Enterprises and Made in Italy of the documentation proving the payment of the deposit in the form of surety bond or security deposit equivalent to 100% of the expected total prize value.

### **4. AREA OF PROMOTION AND PARTICIPANTS**

This contest will be conducted solely through a dedicated website and is open to all participants who log on to the website and register for the contest during the period set forth in point 3. Therefore, the contest will be accessible to users all over the world except in those countries where domestic laws or a lack of internet connection prevent access to it for any reason whatsoever.

### **5. PRODUCTS PROMOTED AND PURPOSE OF THE CONTEST**

The purpose of this contest is to promote Diesel's brand image and attract new customers.

### **6. PARTICIPANTS**

This contest will be accessible to any users who are of legal age at the time of registration, which takes place through the website **www.dieselfw23contest.com**.




### **7. PROMOTIONAL PRIZE CONTEST PROCEDURES**

During the period set forth in point 3, anyone accessing the website **www.dieselfw23contest.com** may participate in this sweepstakes by enrolling in **Diesel's** loyalty **program**, if not already enrolled, and following this procedure:





- enter the following information in the form provided: name, surname, valid and active email address, country of residence, gender and date of birth;
- express privacy preferences (consent to data processing in accordance with the GDPR -GeneralData Protection Regulation);

- iii. after providing or denying privacy consent, the system will send an automatically generated email from the contest registration system containing a link that must be clicked to confirm the information provided (email check);
- iv. users will be redirected to an internal page on the website where they can navigate, which will display a large image (iconic image of the "Diesel Fall/Winter 2023" advertising campaign);
- v. within this image, the user will be invited (through a call to action) to take up to three attempts to find a specific object. Identifying the winning object requires no special skills;
- vi. after clicking on this item, users will be taken directly to a subsequent page where they will be notified that they have been officially entered into the database from which winners will be drawn. The same information will be sent to users by email;
- vii. all entrants who have identified the winning object will be entered into the drawing for the following prizes based on the date on which they entered the contest. The following prizes will be awarded on the basis of a drawing taking place at the end of each week (see Table A below):

Table A

Image of the prize (image not binding, solely indicative)	Description of the prize	Colour	Prize(s) awarded in the week from..... to.....	Qty	Retail unit price Including VAT (Value Added Tax)	Total Amount Including VAT (Value Added Tax)	Total amount Excluding VAT (Value Added Tax)
	1DR Bag	DENIM	8 - 12 September	10	€475.00	€4,750.00	€3,893.44
	Superlogo cap	RED	13 - 17 September	5	€150.00	€750.00	€614.75
		BLACK & WHITE	13 - 17 September	5	€150.00	€750.00	€614.75
		BLACK & RED	13 - 17 September	5	€150.00	€750.00	€614.75
	Belt Skirt	DARK BROWN	18 - 22 September	1	€795.00	€795.00	€651.64

	Lelo x Diesel Sona massager sex toy *	RED	23 - 27 September	10	€120.00	€1,200.00	€983.61
	D-Vina bag	DENIM	28 September - 2 October	10	€450.00	€4,500.00	€3,688.52
	Metamorph Vert Watches	SILVER	3 - 7 October	6	€399.00	€2,394.00	€1,962.30
		GOLD	3 - 7 October	2	€429.00	€858.00	€703.28
		BLACK	3 - 7 October	2	€429.00	€858.00	€703.28
	D-Venus Pocket mules	ANY COLOUR (in the colour available when the prize is delivered)	8 - 12 October	5	€595.00	€2,975.00	€2,438.52
	Sunglasses	BLACK	13 - 17 October	5	€195.00	€975.00	€799.18
		ORANGE	13 - 17 October	10	€170.00	€1,700.00	€1,393.44
	Prototype P1 sneakers	ANY COLOUR (in the colour available when the prize is delivered)	18 - 22 October	10	€350.00	€3,500.00	€2,868.85

	D by Diesel Fragrance (30 ml)	-	23 - 27 October	30	€41.00	€1,230.00	€1,008.20
	Only The Brave Fragrance (50 ml)	-	23 - 27 October	30	€54.00	€1,620.00	€1,327.87
	D-Hammer boots	ANY COLOUR (in the colour available when the prize is delivered)	28 October - 1 November	5	€495.00	€2,475.00	€2,028.69
	Charm-D Bag	BLACK	2 - 6 November	10	€695.00	€6,950.00	€5,696.72
<b>Total prize value</b>						<b>€39,030.00</b>	<b>€31,991.80</b>

\* If shipment or delivery of the **Lelo x Diesel Sona massager** sex toy prize is not allowed in the winner's Country of origin for any reason whatsoever, the Promoting Company will substitute said prize with the **"Diesel True Wireless" red earpads** having equivalent economic value of the substituted prize.

The prizes listed in Table A will be drawn at random each week in the quantities also specified in Table A. For each prize for which a winning name is drawn, a back-up name will also be drawn at random.

The list of winners and back-ups, generated in digital format, will be certified by a Chamber of Commerce Official. Winners will be contacted after the drawing at the email address they provided when registering by the contest organisation office, which will notify them that they won and arrange for the shipment of the prize. Should they fail to respond within 5 (five) calendar days, a second contact attempt will be made. Should they again fail to respond within the next 5 (five) calendar days, the winners will forfeit their right to collect the prize and the first back-up will be contacted in the same manner, and so on.

Please note that each entrant will be allowed to register more than once, but not in the same week. Each participant may therefore possibly win more than one prize, but only during drawings that take place in different weeks.

#### **8. TOTAL PRIZE VALUE**

As indicated - again in Table A - the total prize value is **39,030.00** including VAT and **31,991.80** excluding VAT.

**9. MARKET VALUE OF THE PRIZES**

The market values of the prizes shown in the table are as of the current date and at the retail price list value, with no special promotions applied based on the model, season or specific market events.

**10. PRIZE DRAWING DATES**

Drawings will take place on the following days:

	<b>week from .../ to ...</b>	<b>drawing date</b>	
1	8 - 12 September 2023	by	Friday 15 September 2023
2	13 - 17 September 2023	by	Wednesday 20 September 2023
3	18 - 22 September 2023	by	Tuesday 26 September 2023
4	23 - 27 September 2023	by	Friday 29 September 2023
5	28 - 2 October 2023	by	Wednesday 4 October 2023
6	3 - 7 October 2023	by	Tuesday 10 October 2023
7	8 - 12 October 2023	by	Tuesday 17 October 2023
8	13 - 17 October 2023	by	Thursday 19 October 2023
9	18 - 22 October 2023	by	Tuesday 24 October 2023
10	23 - 27 October 2023	by	Tuesday 31 October 2023
11	28 - 1 November 2023	by	Friday 3 November 2023
12	2 - 6 November 2023	by	Wednesday 8 November 2023

and always in the presence of a Milan Monza Brianza Lodi Chamber of Commerce Official.

**11. DRAWING OF BACK-UPS AND USE**

The Chamber of Commerce Official will also identify an identical number of back-ups to the names drawn at random. Back-ups will be used only in the event that the prize winner(s) cannot be reached after the second documented unsuccessful contact attempt within the time frames specified above.

**12. WIN NOTIFICATION PROCEDURES**

Winners will be notified in a message sent to the email address they provided when they registered by the Organisation Office, which will inform them that they won and arrange for the shipment of the prize.

**13. CONSUMER RIGHTS**

Winners are not entitled to assign the prizes to third parties.

**14. CHANGE / UPDATE / UNAVAILABILITY / TEMPORARY OR PERMANENT DISCONTINUATION OF PRODUCTION OF THE MODEL OR TYPE OF PRIZES PROMISED**

The Promoting Company assumes no liability if prior to the shipment of the prizes won they have been changed, updated in form and/or substance compared to the model promised or are no longer produced/marketed and undertakes solely to deliver to the winner a prize of the same nature and/or type in terms of features and market value. If this is not possible, the winners themselves will be asked to choose another prize of similar market value to the one promised.

**15. PRIZE DELIVERY DEADLINE**

In compliance with Art. 1, paragraph 3 of Italian Presidential Decree 430/2001, the prizes will be delivered within up to 180 days from the drawing date.

**16. PRIZE DELIVERY PROCEDURES**

To ensure that the prizes reach their destination in the best possible manner, the promoter reserves the right to choose how to deliver them to the winners. The prizes will be shipped at the expense of the Promoting Company and winners will owe nothing to the courier that will deliver them. Conversely, winners will have to bear the shipping costs if, upon receipt, they unjustifiably reject the prize and/or later decide to have it sent back to them.

**17. RESPONSIBILITIES RELATING TO PRIZE DELIVERY**

If prizes are delivered through carriers/shippers (couriers, express couriers or post), the Promoting Company accepts no liability for the delivery of prizes with outer packaging that has evidently been tampered with, damaged and/or destroyed. In this case, the carrier/shipper will be liable for the damage, provided that it is confirmed at the time of delivery and not subsequent to the delivery of the prize.

In the event of the physical inability to deliver the prize for any reason whatsoever, including environmental, the promised prize will be replaced with a **NFT** (Non-Fungible-Token). The **NFT** may be any digital object: a video, photo, GIF, text, article or audio that has commercial value.

**18. RESPONSIBILITIES RELATING TO PRIZE USE**

With respect to the prizes mentioned above, the promoter specifies the following:

- the Promoting Company shall bear no liability for the improper use of the prizes by the winners or persons who are not of the appropriate age or in the appropriate physical and/or mental condition;
- the Promoting Company shall bear no liability for any flaws in the prizes.

In the event that the prizes delivered have defects and/or flaws, all warranties of the manufacturer or distributor/retailer and the relative limitations or extensions referring to such warranties attached or applicable to the individual prizes shall apply.

**19. PROMOTIONAL PRIZE CONTEST PARTICIPATION METHODS**

Participation in this promotional prize contest entails the participant's unconditional and total acceptance of the rules and clauses set forth in this regulation without limitation. Participation in the promotional prize contest is free and completely free of charge and also results in the participant's automatic enrollment in Diesel's loyalty program, the regulation of which, including the rules for cancellation, can be found on the Diesel website **www.diesel.com**.

The Promoting Company reserves the right to prevent participation by or void the winnings of any individuals who do not participate in good faith (double identities, multiple registrations with different email addresses, etc.). Individuals who, at the unquestionable discretion of the Promoting Company or third parties it has appointed to manage the contest, win by means and instruments capable of evading randomness, or otherwise judged to be suspicious, fraudulent or in violation of the normal course of the initiative, will not be able to receive the prize won with such manners. The Promoting Company, or the companies it has appointed to manage the contest, reserve the right to proceed, within the terms deemed most appropriate, and in compliance with applicable laws, with the limitation and prevention of any initiative aimed at circumventing the system designed.

**20. REVOCATION OF PROMISE OR MODIFICATION OF EXECUTION PROCEDURES**

The Promoting Company may revoke or change the manner in which this promotional prize contest is carried out for just cause, pursuant to and under the terms of Art. 1990 of the Italian Civil Code, by giving prior notice to the promisees in the same form as the promise or in an equivalent form.

## **21. WAIVER OF RIGHT OF RECOURSE**

The Promoting Company hereby represents that it waives the right of recourse with regard to the payment of the personal income tax (IRPEF) referred to in the previous article.

## **22. NON-CONVERTIBILITY OF PRIZES INTO GOLD TOKENS**

The prizes offered in this sweepstakes will **not** be convertible into gold tokens.

## **23. MEANS USED TO PUBLICISE THIS PROMOTIONAL PRIZE CONTEST**

- Press Release
- Diesel Social Media
- Diesel Newsletter
- Paid Media
- Diesel.com
- Internal Diesel store communications
- Minisite: **[www.dieselfw23contest.com](http://www.dieselfw23contest.com)**

## **24. MEANS USED TO PUBLICISE THE RULES OF THIS PROMOTIONAL PRIZE CONTEST**

- Minisite: **[www.dieselfw23contest.com](http://www.dieselfw23contest.com)**

## **25. UNCLAIMED OR UNAWARDED PRIZES**

Pursuant to Art. 10, paragraph 5 of Italian Presidential Decree 430/2001, unclaimed or unawarded prizes, other than those refused, will be donated to the OTB Foundation located at Via dell'Industria, 2 - 36042 Breganze (VI) tax code 91026690247.

## **26. PERSONAL DATA PROCESSING**

### **DISCLOSURE PROVIDED PURSUANT TO ART. 13-14 OF THE GDPR (General Data Protection Regulation) 2016/679**

Pursuant to Article 13 of the GDPR 2016/679, the Promoting Company provides the following information:

1. Personal data provided at the time of participation in this promotional prize contest will be processed fairly, lawfully and transparently and in such a manner so as to protect your privacy and your rights. In particular, the data provided will be processed in relation to this promotional prize contest (i) to carry out the services set forth for the contest (contractual legal basis); (ii) to meet the administrative, tax and legal obligations inherent in the promotional prize contest (legal basis: fulfilment of a legal obligation); (iii) for enrolment in the loyalty program (contractual legal basis), the regulation of which, including the rules for cancellation, may be consulted [here](#)

(**<chrome-extension://efaidnbmninnibpcjpcglclefindmkaj/https://video.diesel.com/Content/HOUSE-OF-DIESEL-Regulation-EN.pdf>**); iv) for marketing and profiling purposes only with your express and free consent, as per the notice available here: **<https://diesel.com/shop/content/informativa-privacy>**.

2. Data processing will be carried out by manual and/or computerised and electronic means with organisational and processing methods strictly linked to these purposes and in any event in such a manner so as to guarantee data security, integrity and confidentiality in compliance with the organisational, physical and logical measures established by provisions in force.

3. Personal data are necessary for participation in the promotional prize contest and any failure to provide them may result in the inability to finalise the participation process; the data will be stored for the entire duration of the promotional prize contest and after its conclusion only if required by legal obligations; should legal disputes arise prior to the above time limit, the data will be retained for as long as necessary to settle

the dispute until a final judgement is rendered. Personal data relating to registration in the Diesel loyalty program will be processed in accordance with the storage periods indicated in the disclosure mentioned in point 1.

4. the Promoting Company hereby announces that participants may, at any time, exercise their right:

- a. to access the personal data;
- b. to have their personal data rectified or erased or to have processing regarding them restricted;
- c. to object to the processing;
- d. to data portability;
- e. to revoke consent, where provided: revocation of consent does not affect the lawfulness of processing carried out based on consent provided prior to revocation;
- f. to file a complaint with the supervisory authority (Privacy Authority).

These rights may be exercised by sending a request by email to: [privacy@diesel.com](mailto:privacy@diesel.com).

5. The Data Controller is DIESEL S.p.A. with registered office at via dell'Industria 4-6, 36042 Breganze (VI). Diesel's Data Protection Officer ("DPO") may be contacted at [dpo@otb.net](mailto:dpo@otb.net).

**27. MISCELLANEOUS**

The Promoting Company assumes no liability in the event of non-delivery of the notification sent to winners and/or any other communications sent to winners and/or participants, caused by users who provided incorrect and/or out-of-date data or non-existent/erroneous, unavailable or black-listed email addresses, as well as full or disabled mailboxes, unreachable servers or spam filters.

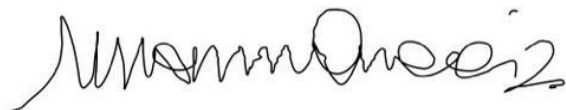
The Promoting Company also assumes no liability for events attributable to it, such as, but not limited to: technical problems of any type, such as malfunctions or difficulties concerning technical instruments, computers, telephone line, cables, electronics, software and hardware, transmission and connection, and internet connection, which may prevent users from participating in this contest.

**28. DISPUTES**

Any dispute concerning this promotional prize contest for which the Ministry of Economic Development is not responsible shall be referred to the court with legal jurisdiction.

For the **Promoting Company**

The delegated party **MG Studio S.r.l.**, represented by Mr **Massimo Casaccia**



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-----Nothing follows this regulation-----