

TERMS AND CONDITIONS OF THE “#CREATEYOURMIDO” CONTEST

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

1. These terms and conditions (“the Rules”) govern the “#CreateYourMido” contest (“the Contest”) administered by Mido, based at Chemin des Tourelles 17, 2400 Le Locle, Switzerland (“Mido,” “we,” “us,” “our”).
2. By entering, you accept and agree to abide by both the Rules and our privacy policy, which can be accessed at <http://www.midowatches.com/ch-en/privacy-policy>
3. The Contest is in no way sponsored, endorsed, or administered by Instagram or Facebook. All information disclosed is provided to us and not to either Instagram or Facebook. You hereby release those social media platforms, to the greatest extent legally permissible, from any liability in connection with the Contest.
4. Participation at the Contest is open to anyone aged 18 or over, with the exception of our employees (and their families) and those of our affiliates, our representatives and agents and their employees, and anyone else involved in the Contest.
5. Only one creation per person is permitted. 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 email account associated with it
6. To enter the contest :
 - Build your own version of the new Mido feminine watch inspired by the Art & Science Museum in Singapore through our watch configurator : **rainflower.midowatches.com**
 - If you want to double your changes to win, then share your creation on your social media account via the provided link(s) adding the hashtag #CreateYourMido
7. We do not guarantee a successful entry in spite of your following the above instructions as entry may be prevented by reasons beyond our control.
8. You agree that we may publish your watch creation on any of our websites or social media presences and in any of our print publications and that we may, to that end, reasonably edit, adapt, or modify it.
9. The provision of any invalid, incorrect, or misleading personal information may result in disqualification from the Contest and/or receipt of the prize.
10. Incomplete, late, or otherwise faulty entries will not be accepted. We reserve the right to determine, in our sole discretion, if an entry is valid and to disqualify anyone we reasonably believe to be tampering with the entry process, acting in a disruptive manner, or violating the Rules.
11. The Contest runs from 6 p.m. CET on November 22, 2018 until 6 p.m. CET on February 8, 2019.
12. Every week of the Contest, Mido will select one (1) watch creation as winner out of all the valid entries received (“Weekly Winner(s)”).
13. At the end of the contest, Mido will select one (1) watch creation as winner a trip for two (2) to Singapore worth maximal CHF 6’000.00. The prize includes two economy class tickets from the winner’s place of residence to Singapore, excluding airport transfers, visa costs, travel insurance, etc. The prize further includes a minimum of two (2) nights at the Marina Bay Sands hotel, standard double room, excluding any costs for catering; details to be arranged with the winner at Mido’s full discretion.
14. Each weekly winner (a total of 10) will win one Mido **Rainflower** with a recommended retail price (Swiss market) between **CHF 800.00 and CHF 900.00** per watch (the watch model will be inspired by a creation of the Weekly Winners, final appearance and creation, however, at Mido’s full discretion). The total value of the 10 watches together is **CHF 9000.00** (recommended retail price Swiss market).
15. The winners will be notified via email within seven days of the selection.
16. If a winner cannot be reached or does not reply within 72 hours of the prize notification, the prize will be assumed to have been forfeited and will be awarded to another entrant.
17. We reserve the right to select an alternative winner if we reasonably believe that a winner has breached the Rules.
18. You agree that we may publish your Name and/or Surname, as applicable, on any of our websites and in any of our print publications if you are selected as a winner and that we may send you emails for purposes related to the Contest, subject to your right to refuse such emails at any time.
19. You understand and agree that your creation based on pre-defined design options is not an original creation in which you can claim any rights.
20. To claim the prize, the winners may be required to prove their identity by submitting documents to that effect (e.g., a passport or driving license).
21. The right to claim the prize may not be transferred to anyone else. No cash alternatives or alternative prizes are available. However, we reserve the right, in our sole discretion, to substitute the prize with an item of equal value.

22. The winners will bear any taxes or levies due on the prize.
23. Any decisions by us regarding the Contest are final and no correspondence will be entered into.
24. 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.
25. We reserve the right to amend the Rules and to modify, suspend, or terminate the Contest at any time, in particular if it becomes infected by a computer virus or is otherwise technically impaired.
26. The Contest is void where prohibited by law or subject to a license.
27. 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, the parties submit to the exclusive jurisdiction of the courts of Le Locle, Switzerland.
28. If you have any questions about the Contest or if you object to having your personal data used as specified in section 20 above, please contact us at mido@mido.ch.